

Marketing Coordinator

- Do you thrive in an environment where you have the opportunity to work independently and customize your day based on changing priorities?
- Do you enjoy being creative, analytical, and trusted to make important decisions?
- Are you interested in learning the ins and outs of running a law firm and networking with business owners all around Atlanta?
- Does the challenge of translating what our attorneys have to say and making tax law sound sexy and fun appeal to you?
- Do you value being able to turn your computer off at the end of the day and not think about work until the next time you clock in?

Position Summary

Our law firm is growing, and we need someone to join us who is comfortable calling the shots and growing our brand. The Marketing Coordinator plays a vital role in conducting the firm's marketing efforts to help our team bring in potential clients who need our help. A successful candidate will be someone who can get inside the minds of our clients and craft marketing content and advertising strategies around our ideal client base. The Marketing Coordinator also works closely with the sales team and attorneys to analyze leads and support business development initiatives.

Exceptional communication, copywriting, and impeccable grammatical abilities are essential for this role. While prior experience in tax law is not mandatory, you should be prepared to fact-check content with the help of attorneys and feel comfortable researching the IRS tax code and other state taxing authority publications when necessary to uphold the accuracy of our marketing materials and maintain our reputation as expert tax attorneys.

Our current and first-ever Marketing Coordinator, Taylor, is heading to law school in the fall, and we're looking for someone to fill her shoes. As such, the chosen candidate will be onboarded by the current Marketing Coordinator, so you can rest assured that you won't be thrown into the deep end on your first day.

What We Offer

- Competitive compensation
- Performance-based bonuses
- Accrued paid time off
- Employer-provided health insurance
- Dental and vision insurance options
- Paid group disability and life insurance policy
- Up to 4% 401K match
- An annual retirement contribution from the firm's profit-sharing plan which could result in additional 401K contributions
- Paid parking or monthly MARTA fare

Responsibilities

- Field calls and emails transferred to the marketing team

- Create and edit content, including monthly newsletters, targeted email campaigns, Google Ads, social media graphics, website pages, etc.
- Stay on top of current SEO trends within the business niche
- Develop and execute approved marketing plans
- Communicate with and lead outside marketing teams on outsourced marketing projects
- Design and order branded merchandise
- Utilize CRM software to accurately track lead sources and calculate ROI for all marketing campaigns
- Assist attorneys with business development opportunities as needed (this can include creating PowerPoint presentations for CLEs, writing LinkedIn content, communicating with outside sources for Public Relations opportunities, etc.)
- Meet with the sales team weekly and work with them to manage incoming leads
- Analyze lead conversions, client feedback, and case study results to develop client personas to guide marketing efforts
- Attend off-site business development events and embody our values as an outstanding ambassador for the firm
- Plan and execute corporate functions for the firm and referral sources within a set budget
- Assist with documenting marketing policies and procedures when requested

Qualifications

- Technical degree or higher level of education required
- A minimum of two years marketing experience preferred
- Not afraid to speak up if you see an opportunity for growth
- Loves to celebrate team wins and uplift others
- Strong communication, interpersonal, and customer service skills
- The ability to balance multiple projects and manage time efficiently
- Attention to detail and accuracy are essential
- The ability to work independently and as part of a team
- Proficient with Microsoft Office, Google, and Adobe applications and easily adapts to legal cloud-based applications
- Proficient in Photoshop, Canva, or preferred graphic design software
- Comfortable working with multiple CRM databases

Compensation

\$45,000 - \$55,000, depending on experience

About Wiggam Law

Wiggam Law is an established tax law firm located in Midtown Atlanta. Our firm was recognized as the 4th fastest-growing law firm in the U.S. in 2020, according to the Law Firm 500! We help clients who have outstanding debt liabilities with the IRS, Georgia Department of Revenue, or other state revenue agencies. By focusing our practice solely on tax law, our team has been able to help thousands of clients resolve their tax issues and regain their peace of mind and financial stability.

Nothing makes our team happier than alleviating the stress and burden of tax issues for our clients. Through the consistent integrity and elite customer service provided by our team, we frequently get to revel in the warm and fuzzy feeling of celebrating with clients at the end of their cases. If you are someone who wants to play a direct part in making a difference in the lives of others, please apply to join our Wiggam Law team.

To apply for the position, please email your resume and cover letter to admin@wiggamlaw.com