

# Associate Director – Digital Campaigns

<b>PeopleSoft Job Code / Title:</b>	7062 / B&C Associate Director
<b>Department / Subdepartment:</b>	Brand & Communications / Digital Media
<b>Organizational Relationship:</b>	Reports to Director
<b>FLSA Status:</b>	Exempt
<b>UCM Level:</b>	Level 6
<b>Last Updated:</b>	June 4, 2026

## Department / Subdepartment Overview

The Brand & Communications department functions to align the firm's internal and external communications to be consistent with the firm's brand and principles.

## Role Overview

The Associate Director – Digital Campaigns is a senior, strategically minded communicator responsible for creating and leading integrated, multi-channel promotional campaigns that increase the firm's external visibility and market profile through awards, rankings, league tables, directories, and other third-party recognition opportunities.

The position requires expert marketing strategy, digital and social media strategy, a keen eye for design, team management, and copywriting, with a strong messaging instinct to ensure campaigns are aligned to firm objectives and delivered with top quality and speed. This hands-on role serves as the project management "engine," driving end-to-end planning, production, approvals, execution, and optimization in close collaboration with Public Relations, Marketing, Business Development, Editorial Services, and Digital Media.

## Essential Duties and Key Responsibilities

*"Essential duties" are those that an individual must be able to perform with or without reasonable accommodation.*

1. Creates and leads the planning, execution, and management of integrated campaigns across digital and social channels that promote external recognition (awards, rankings, league tables, and directories), ensuring a consistent brand voice and compelling messaging
2. Serves as the primary project manager coordinating stakeholders, timelines, approvals, and deliverables; build and run high-velocity workflows that protect quality standards while meeting fast-moving deadlines
3. Partners with PR, Marketing, and BD strategic leads to set campaign strategy, objectives, and target audiences aligned with firm priorities, and to translate those priorities into external promotional opportunities and story angles
4. Collaborates with Editorial Services on narratives and copy that differentiate the firm in external-facing submissions and campaign assets; ensure clarity, accuracy, and polish
5. Collaborates with Digital Media to develop and deploy platform-appropriate formats (e.g., social media posts, video, paid/organic amplification) that maximize external visibility and ensure full-funnel channel integration
6. Identifies stories and trends for promotion as well as positioning opportunities against market competitors
7. Builds turn key promotional packages in order to provide nimble, solutions-oriented approaches to fast moving markets

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8. Identifies, evaluates, and activates third-party channels and partnerships (e.g., publishers, directories, award programs, and industry organizations) to expand external promotional reach while maintaining a consistent brand presence and firm voice
9. Builds and maintains a forward-looking pipeline of external promotional opportunities; tracks deadlines, requirements, and submission calendars, and recommend where the firm should invest for maximum visibility and impact
10. Develops and implements metrics and analytics to measure campaign effectiveness, report ROI, and continuously improve quality, speed-to-market, and audience impact
11. Provides senior-level counsel to leadership and partners on strategy, messaging, and issues management related to recognition and market positioning
12. Manages and mentors a high-performing team; foster cross-department collaboration and professional growth, including training on campaign processes and best practices
13. Promotes effective work practices, works as a team member, and shows respect for co-workers

## Knowledge, Skills & Abilities

- Demonstrated expertise in external promotional strategy (awards, rankings, directories, and related third-party recognition) and in digital/social campaign execution within a professional services context
- Excellent leadership skills, including organizing, planning, problem-solving, and decision-making necessary for effective management in a complex, global environment
- Well-developed interpersonal and communication skills to interact effectively with stakeholders at all organizational levels and to provide clear written and oral communications
- Strong analytical skills to perceive and analyze problems, interpret performance data, and recommend sound, data-informed decisions and optimizations
- Proven ability to deliver high volumes of polished work at speed—prioritizing effectively, managing parallel deadlines, and maintaining rigorous quality control from first draft through final deployment
- Ability to handle confidential and sensitive information with appropriate discretion and professional judgment
- Ability to undertake large, long-term projects, develop alternative methods to complete them, and implement solutions
- Advanced knowledge of PC applications, including the entire suite of MS Office applications (Microsoft Word, Excel and PowerPoint). Knowledge and use cases of generative AI a plus

## Position Specifications

### *Typical Experience*

- Typical years of relevant experience: a minimum of ten years' experience in digital communications/social media required with familiarity of the legal industry strongly preferred
- Typical years of cumulative experience: a minimum of ten years' experience

### *Education*

- Bachelor's degree or equivalent in Digital Media, PR/Communications, Marketing, or related field is required
- Master's degree or equivalent is preferred

## Working Conditions and Physical Demands

- Frequently move (e.g., walk) around the office
- Spend extensive time using a computer, including use of a PC keyboard and mouse or similar data input devices
- Travel may be required

- All Latham & Watkins positions are in a typical indoor office environment

The statements contained in this position description are not necessarily all-inclusive; additional duties may be assigned, and requirements may vary from time to time, and from location to location.