

Digital Media Lead

PeopleSoft Job Code / Title: 8084 / Digital Media Lead
Department / Subdepartment: Brand & Communications
Organizational Relationship: Reports to the Digital Media Manager
FLSA Status: Exempt
UCM Level: Level 4
Last Updated: October 7, 2025

General Summary:

The Digital Media Lead is an integral part of the Brand & Communications Department, contributing to a diverse range of digital media initiatives. This role works closely with teams within Brand & Communications and Business Development to strategize and execute digital content that resonates with both internal and external audiences.

As a proactive member of the digital media team, the Lead helps drive content development and management, ensuring the production of creative, high-quality digital content across various channels and formats that adhere to the firm's style and tone. With a sharp editorial eye for language, visuals, and structure, the Lead guides projects from concept to production and serves as a quality gatekeeper.

Essential Duties and Responsibilities

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

1. Lead on the workflow and posting for all types of content across external digital platforms, ensuring strategic alignment with the firm's priorities and objectives.
2. Oversee the timely and error-free production of deliverables, including posts to websites, microsites, blogs, and other digital platforms, while ensuring brand consistency and quality.
3. Serve as quality gatekeeper with expert editorial judgment in selecting on-brand digital assets that enhance narratives, while maintaining brand consistency and quality.
4. Manage the daily intake of posting activity and project-based work, maintaining organization and productivity through systems and tools as well. Coordinate with various departments to ensure timely updates and strategic content deployment.
5. Collaborate closely with practice and industry teams, public relations, creative services, events, recruiting, video, and business development teams to manage site taxonomy and architecture, ensuring effective communication of desired messages.
6. Manage digital enhancement projects across departments and practice groups, including the development of microsites and web portals, ensuring alignment with strategic goals. Utilize AI and emerging tools to enhance efficiency and creativity.
7. Ensure that content is user-centric, logical, and consistent in style, format, and quality.
8. Keep current with existing and emerging digital technologies and browsers as well as online marketing techniques and trends, particularly among professional services firms.
9. Identify and implement opportunities to enhance content performance and user experience by gathering, analyzing, and reporting data analytics for digital campaigns, in collaboration with team members.

10. Participate in departmental and team meetings, providing insights and feedback to enhance team performance and client service.
11. Promote effective work practices, work as a team member, and show respect for co-workers.

Position Specifications*Education*

- Degree or diploma in Business, Marketing, Communications, Digital Media, or equivalent

Work Experience

- Minimum of five to seven (5-7) years of experience in a digital marketing/communications role or similar

Knowledge, Skills, and Abilities

- Excellent project management skills
- Advanced technical aptitude with experience on digital platforms
- Exceptional editorial skills, particularly related to digital marketing, including copy editing
- Demonstrable creative track record in marketing and branding
- Ability to work independently in a fast-paced environment
- Well-developed and professional interpersonal skills; ability to interact effectively with people at all organizational levels of the firm
- Ability to work in a team environment with a customer service focus
- Excellent communication skills, both written and oral
- Ability to handle confidential and sensitive information with the appropriate discretion
- Ability to perceive and analyze problems, and a capacity to make or recommend sound decisions
- Organizational skills needed to manage time well, prioritize effectively, and handle multiple deadlines
- Strong analytical skills
- Advanced knowledge and proficiency in PC applications, specifically PowerPoint, Microsoft Word, and Excel. Understanding of HTML. Familiarity with Sitecore, Coveo, and, Asana, and analytics platforms a plus.
- A general interest in the work of a premiere global law firm a plus

Working Conditions

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.