

LATHAM & WATKINS

Director of Marketing

Department: Brand & Communications

Organizational Relationship: Reports to the Chief Communications Officer

Location: New York

FLSA Status: Exempt

Last Updated: February 28, 2024

General Summary:

The Director of Marketing (“Director”) is a seasoned marketing and branding leader with a track record of running integrated global campaigns. The Director exhibits a senior, strong presence and credibility among practice and industry group leaders, as well as colleagues, bolstered by impeccable judgement, drive, and intellectual curiosity.

As a member of the Brand & Communications leadership team, the Director is responsible for setting the strategy for marketing and branding campaigns, including developing content marketing and thought leadership campaigns, strategic partnerships, and brand-building activities to raise awareness and differentiate the firm in line with business goals.

The Director will work closely with Business Development and Public Relations colleagues to develop integrated marketing, media, and communications programs that span channels and target multiple audiences, as well as other members of the Brand & Communications team including Editorial Services, Social Media, and Creative Services, among others.

Essential Duties and Responsibilities

- Develop and lead on the execution of strategic marketing and branding campaigns in close collaboration with Business Development and Brand & Communications colleagues to build brand and raise the profile of the firm and its offerings and to engage and connect with clients and prospects
- Lead on messaging development and develop campaigns that bring the competitive positioning and messaging to life across internal and external channels and a range of media (e.g., podcasts, video, webcasts, digital properties, etc.)
- Oversee the creation of marketing materials, maintaining brand consistency in style, quality, and messaging
- Lead on developing a digital marketing strategy for the practice / industry or market, collaborating with the Digital and Social Media teams on SEO strategy, campaign activation, and other paid marketing initiatives
- Develop sponsorship and content partnership strategies working alongside the global sponsorship team, and execute campaigns leveraging events, webcasts, content partnerships, and sponsorships to showcase the firm’s practice and industry expertise and capabilities
- Leverage data to build metrics into marketing campaigns in partnership with the firm’s client teams and BD and Brand & Communications colleagues (e.g., Martech, Digital, Social Media)

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Position Specifications

Education

- Bachelor's degree in marketing, branding, business administration, or a related field required. An MBA or a master's degree in marketing or a related discipline preferred.

Work Experience

- Fifteen (15) or more years relevant marketing communications experience (at agency or in-house).
- Knowledge of the [technology] as well as legal industry / professional services important.

Knowledge, Skills, and Abilities

- Knowledge of core marketing and brand management services, including ability to develop long-term marketing strategies aligned with business goals.
- Excellent leadership skills (i.e., organizing, planning, problem-solving and decision-making) necessary for effective management.
- Ability to work collaboratively with cross-functional teams, both within the US and internationally, with a customer service mindset.
- Highly skilled in multi-channel content strategy and execution.
- Track record of developing global marketing campaigns and delivering brand management services.
- Skills in analyzing market data to inform marketing decisions and measure campaign effectiveness.
- Experience in managing marketing budgets and ensuring a return on investment.
- Well-developed and professional interpersonal skills; ability to interact effectively with people at all organizational levels of the firm.
- Superior communication skills, both written and oral, including the ability to present and justify marketing strategies to partners and other stakeholders.
- Organization skills needed to manage time well, prioritize effectively, and handle multiple and often concurrent deadlines.
- Excellent language skills including reading, grammar, spelling, and vocabulary to ensure proper and efficient writing.
- Ability to perceive and analyze problems, and a capacity to make or recommend sound decisions.
- Ability to handle confidential and sensitive information with the appropriate discretion.
- Strong analytical skills needed for all primary duties of position, including comprehending and communicating data.
- 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) plus MS Teams and Asana.

Physical Demands

- Extensive time using a computer including use of a PC keyboard and mouse or similar data input devices are required.

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.