

# Davis Polk

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## Job Description

<b>Job Title</b>	Social Media Specialist
<b>Department</b>	Business Development
<b>Reports to</b>	Director, Public Relations & Communications
<b>FLSA</b>	Exempt
<b>Work Schedule</b>	Monday-Friday, 9:30 a.m. to 5:30 p.m., longer hours may be required
<b>Description/ Responsibilities</b>	<p>The Social Media Specialist will play a key role in the firm's PR &amp; Communications function by handling day-to-day management of the firm's social media presence.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"><li>— Manage the firm's social media presence, with an emphasis on LinkedIn</li><li>— Develop social media strategies to support business development initiatives</li><li>— Produce and present analytics reports</li><li>— Train the firm's partners on social media best practices</li><li>— Perform market research and analysis and make recommendations to enhance the firm's presence and positioning</li><li>— Take complex information and translate it into accessible and compelling copy</li><li>— Ensure consistency of firm brand and voice</li><li>— Ensure content complies with attorney advertising requirements and clients' marketing restrictions</li><li>— Various other projects as needed</li></ul>
<b>Position Requirements</b>	<ul style="list-style-type: none"><li>— Deep knowledge of LinkedIn and other social media platforms</li><li>— Excellent organizational skills and very strong attention to detail</li><li>— Exemplary writing, editing and proofreading skills</li></ul>

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	<ul style="list-style-type: none"><li>– Ability to handle and prioritize multiple projects and deadlines</li><li>– Exceptional judgment and discretion</li></ul>
<b>Education and/or Experience</b>	<p>Minimum 2-3 years of communications or marketing experience, with a focus in social media</p> <p>Experience at a law firm or other professional services firm preferred</p> <p>Bachelor's degree in a relevant field</p>
<b>To Apply</b>	Send cover letter and resume to: <a href="mailto:hr.ny@davispolk.com">hr.ny@davispolk.com</a>

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This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change or new ones may be assigned at any time with or without notice.