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Job Description

Job Title	Digital Marketing Specialist
Location	New York
Department	Business Development
Reports to	Digital Marketing Manager
Exempt/Non-Exempt	Non-Exempt
Work Schedule	Monday through Friday, 9:30 am – 5:30 pm (overtime as required)
Position Summary	The Digital Marketing Specialist focuses on both CRM and email marketing. This role collaborates with Business Development colleagues, lawyers, and third-party vendors to continuously improve the firm's CRM data quality and user adoption. This data is then utilized to craft targeted email campaigns that connect clients to the firm's thought leadership.
Essential Duties and Responsibilities	<p>Typical responsibilities include, but are not limited to, the following:</p> <ul style="list-style-type: none">— Serve as a lead resource for overseeing InterAction backend tasks, including account management, sync processes, FDA rules and DCM rules.— Serve as a lead resource for InterAction support tasks, providing guidance to assistants and Business Development colleagues via phone/email and maintaining accurate written guides on intranet.— Serve as a lead resource for InterAction training for both assistants and Business Development employees, including entering contact data, logging activities and viewing information on InterAction records.— Spearhead major data quality initiatives for key contacts. Plan, launch and track projects to improve accuracy and completeness of data.— Serve as a lead resource for Business Intelligence and Client Coverage projects, such as tracking/reporting marketing insights about clients and prospects.— Strategically partner with Business Development colleagues to provide structure and guidance for maintaining marketing lists and saved searches.

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- Assist with InterAction upgrades in collaboration with LexisNexis and Information Systems teams.
- Draft and distribute external client communications using the firm’s email marketing software, Vuture.
- Serve as a lead resource for Vuture support tasks (troubleshooting issues related to the data sync between Vuture and InterAction, etc.).
- Serve as a support resource for webinar logistics. Collaborate with Business Development colleagues, lawyers and A/V to manage invitation distribution, attendance tracking and analytics reporting.
- Provide backup support for email analytics reporting.
- Provide backup support for updating content on www.davispolk.com.

Qualifications/Position Requirements

- Superb attention to detail
- High level of technical acumen and analytical skills
- Ability to multitask in a deadline-driven environment
- Excellent written and verbal communication skills
- Excellent time management skills, with a proactive approach to anticipating obstacles
- Skilled in use of Microsoft Excel (including data organization, charts, and pivot tables)
- Keen interest in leveraging technology to increase efficiencies and improve internal processes
- Passion for customer support, teaching best practices, and advocating the value of marketing technology

Education and/or Experience

- Bachelor’s degree
- 3-4 years of experience working in a professional services environment

Compensation

Commensurate with experience

To Apply

Submit resume and cover letter to: hr.ny@davispolk.com

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.