

Senior Account Based Marketing (ABM) Specialist

Overview:

Sotos LLP is boutique law firm with two diverse practice areas: Franchising and Class Actions. Both practices are Chambers-ranked, are unique in their markets and have active and innovative business development efforts. With just 20 lawyers in total, the firm punches way above its weight and has a progressive vision which requires an experienced Senior ABM Specialist who has a consistent record of success driving revenue and building executive relationships with key accounts.

Responsibilities Include:

- Growing key accounts and engaging target executives by developing, executing, sustaining and measuring strategic marketing programs
- Lead account-specific marketing planning aligned to business and account strategies, industry and sector focus areas, and client growth opportunities
- Create annual marketing campaign plans for target accounts that prioritize the business goals of the account and drive client engagement
- Oversee the deployment of account-specific marketing tactics to deliver the right messages at the right time to the right client stakeholders
- Develop and maintain profiles and key personas for other target executive relationships that are monitored and tracked as part of account KPIs and performance measurements
- Identify opportunities to improve marketing effectiveness, build a culture of collaboration and, as needed, align marketing programs
- Identify opportunities that align to the account's priorities, to monitor account engagement metrics, determine the effectiveness of account-based marketing, and develop reports on the impact of marketing

Skills and Competencies:

- Deep understanding of account based marketing and its strategies including relationship management, marketing automation and campaign driven marketing approaches
- Ability to pivot to keep pace with fluid priorities; ability to manage multiple and complex priorities
- Strong written communication skills; able to craft bespoke client-facing communication materials
- Technical and digital skills, including data analytics, to facilitate the use of innovative technology to amplify marketing efforts and develop actionable insights
- Strategic and innovative thinker
- Ability to work collaboratively with a team of legal and marketing professionals

Qualifications Include:

- Experience in Account Based Marketing
- Undergraduate degree, ideally with a focus in Marketing; MBA a plus
- Proven track record of driving measurable results using account based marketing methodology and techniques on large accounts
- Previous experience in B2B marketing and professional services
- Superior Microsoft Office skills (e.g., Word, Excel, PowerPoint, Outlook, Teams); familiarity with integrating various technologies to support marketing efforts
- Deep understanding of social and digital marketing tools, account branding techniques, account marketing KPIs, and marketing strategy and planning

We wish to thank all applicants for their interest. However, only those candidates selected for an interview will be contacted. To apply for this position, please submit your resume to HR@sotosllp.com.