

Otten Johnson, a premier commercial real estate, land use and business law firm based in Denver, Colorado, is seeking a results-driven and experienced Director of Marketing & Communications to lead and oversee the firm's marketing, communications, and business development efforts. This role is pivotal in maintaining and enhancing the firm's reputation, fostering strong relationships with attorneys and the real estate community in Colorado and beyond, and ensuring the success of marketing initiatives and campaigns. The Director of Marketing & Communications will collaborate closely with attorneys and staff to promote the firm's services and expertise.

Job Title: Director of Marketing & Communications

Location: Denver, Colorado (Non-Remote)

Company: Otten Johnson (www.ottenjohnson.com)

Job Type: Full-Time

Experience Level: Senior Level

Education: Bachelor's Degree Required

Experience: 9+ Years of Experience (Legal industry experience a plus)

Primary Responsibilities:

The Director of Marketing & Communications' primary responsibilities are based on insights and expectations from key stakeholders within the firm which include:

- **Brand Building and Maintenance:** Maintain and enhance the firm's strong regional reputation and its association with excellence in legal work. Includes management of firm's website, social media, and media relations.
- **Event Management:** Oversee event planning, execution, and follow-up for client events, internal trainings and external sponsorships.
- **Local Community Involvement:** Engage with the local community to enhance the firm's presence and reputation. Strategically leverage Otten Johnson Charitable Foundation.
- **Strong Communication Skills:** Use both written and verbal skills to effectively communicate and adapt conversations to individual audiences, both internal and external.
- **Structure and Accountability:** Implement structure, process management and accountability measures for attorneys, including conducting annual business development audits.
- **Supporting Business Development Efforts:** Collaborate with attorneys to maximize opportunities with the civic, trade and business community. Conduct client and prospect research in addition to monitoring market changes that might impact and/or benefit firm and practice planning.
- **Effective Relationship Building:** Build rapport and resonate with each person in the firm.

- **Opportunity Identification:** Identify opportunities for the firm, including civic engagement and business development.
- **Project Management:** Source, negotiate and manage relationships with external consultants, media, agencies and/or other necessary support resources.
- **Consensus Building:** Gain consensus among attorneys and respective team members.

Additional Insights and Requirements:

- Collaboration with attorneys and staff is a key aspect of this role, focusing on community engagement and structured practice team plans.
- The role includes enhancing the firm's online presence and digital marketing efforts, addressing challenges related to content creation, and collaborating with vendor partners.
- Inclusive of this role will also involve working with the firm's foundation to manage non-profit relationships, budget, donations, requests, and fulfillment to maximize benefits and leverage community involvement.
- Key characteristics of the firm's brand to emphasize include high-quality legal work, strong partnerships, a strong Colorado presence, subject matter expertise, and a forward-looking approach to expansion.
- Otten Johnson is committed to fostering a diverse and inclusive workplace, and the Director of Marketing & Communications is expected to align with these values and initiatives.

Qualifications:

- Bachelor's Degree is required. Advanced degree and/or certifications preferred.
- Minimum of 9 years of experience in marketing (or related field), with legal industry experience considered a significant advantage.
- Proven experience in proactively driving strategic marketing and business development initiatives.
- Strong written and verbal communication skills and the ability to adapt communication styles to various personalities.
- Demonstrated success in building consensus and fostering collaboration among diverse teams.
- Experience in maintaining and enhancing a firm's brand presence and reputation.
- Autonomous, self-motivated, and capable of working at a senior level.
- Ability to measure the success of marketing initiatives using digital marketing and relevant KPIs.
- Professionalism, integrity, and a commitment to diversity, equity, and inclusion initiatives.

If you are a seasoned marketing professional with a passion for professional services marketing, and if you possess the qualifications and qualities mentioned above, we encourage you to apply for this exciting opportunity to contribute to the continued success of Otten Johnson. Join us in promoting excellence in legal work and expanding our presence in the community.

Salary: \$150K-\$225K, Commensurate with Experience and Education

To apply, please submit your resume and cover letter to shigh@ottenjohnson.com detailing your relevant experience and how you would contribute to the firm's success.

NO RECRUITERS PLEASE