



Marketing and Communications Specialist

FIRM OVERVIEW

Marks & Clerk is one of the world's leading intellectual property firms, with our first Canadian office being established in 1921. With a growing team of patent and trademark agents and lawyers, we offer a full spectrum of technical expertise on all aspects of intellectual property matters – patents, trademarks, designs, and copyright.

Through a global network of 15 offices in Canada, the UK (across eight cities), Europe and Asia, Marks & Clerk has long-established relationships with other trusted IP firms worldwide and a unique ability to secure IP protection for clients looking to safeguard their innovations in multiple jurisdictions. Our clients come from a diverse range of industries and include start-ups, small and medium sized businesses and large multi-national corporations. They continue to trust us to deliver high quality, seamless and cost-effective services, both locally and globally.

We are looking to add a Marketing and Communications Specialist (MarCom Specialist) to our Canadian Business Development Team. This position can work from either our Ottawa or Toronto offices. The ideal candidate is a confident, self-driven professional with the potential to take on higher level responsibilities on a fast-tracked basis.

Reporting to the Head of Business Development (Canada) and working closely with the Canadian Business Development Specialist, Canadian practice partners, associates, and firm administration colleagues in Canada, UK and elsewhere, you will provide support across the full range of marketing and communications initiatives in line with the firm's strategic objectives, brand maintenance and client care goals. From the start, you will take ownership of many of the Business Development department's routine and recurring MarCom responsibilities. Over time, you will be empowered to take the lead on the department's MarCom initiatives.

RESPONSIBILITIES

- **Website:** Collaborate with the firm's UK-based Global Digital Manager to create and update content for practice areas, sector pages, articles, news items, event announcements, biographies, etc.
- **Social Media:** Collaborate with the firm's UK-based Global Communications Manager to develop, finalize and publish social media posts for the Canadian practice. Provide guidance to firm members on best practices to leverage social media to build their professional profiles e.g., LinkedIn coaching.
- **Marketing Materials:** Create/update marketing materials (emails, Team Sheets, short brochures, published fee schedules, event invitations, presentation decks for speaking engagements, etc.) to support client care and other programs; provide ongoing review and revision of all collateral. Maintain an inventory of materials available.
- **Pitches, Proposals and Presentations:** Update generic credential and information packages and other pitch and proposal materials. Work with the BD Specialist to customize responses to RFIs and RFPs. Ensure all communications are proofread and brand compliant.

- Business Development Committee (BDC): In conjunction with the **BDC** Chair, schedule monthly meetings, prepare and circulate the agenda; attend as an active participant; prepare minutes and action items arising for the BDC's review and approval.
- Directory and Award Submissions; Maintain a calendar of preferred and planned opportunities, manage a database of work examples; prepare submissions for BDC review and approval. Track results. Prepare communications to announce results, externally and internally.
- Events: Work with the Business Development Committee to plan and manage virtual, client-focused events e.g., webinars, virtual presentations on Teams.
- Branded items: Make recommendations for creative and practical branded items; source items and work with Office Managers to monitor inventory.
- Vendors: Be the first point of contact for specified vendors (business cards, photography, etc.); obtain quotes where required, obtain approval for expenditures, and provide Finance with the information required to process payments.
- CASL: Maintain the firm's contact and relationship databases. Ensure all external marketing communications are CASL compliant.
- Coaching: Provide marketing and communications coaching to Marks & Clerks Canadian Associates.
- Other related projects, from time to time.

SKILLS AND QUALIFICATIONS

- Excellent communication skills.
- Client service orientated.
- Positive, can-do attitude with good problem-solving skills.
- Excellent time management and organization skills.
- Excellent attention to detail.
- Thrives on constructive feedback.
- Proven ability to work well both independently and in a team-oriented environment.
- Embraces continuous learning.
- Strong interpersonal skills.
- Ability to handle various stakeholder demands with tact and diplomacy, especially when under time pressures.
- Tech savvy.
- Advanced level skills in Word, Excel, and PowerPoint.
- A working knowledge of Canva or similar graphic design platform.
- French language skills are desirable, but not essential.

PROFESSIONAL QUALIFICATIONS AND EXPERIENCE

The successful candidate will have:

- a degree level qualification or equivalent in a relevant subject (e.g. Marketing /Communications/ Business Studies),
- a minimum of 5 years' experience in a marketing and communications role,
- experience working within a professional services environment.

If you are interested in this opportunity, please submit your resume and cover letter to HR@marks-clerk.ca.

Marks & Clerk Canada is an equal opportunity employer and will provide accommodations during the recruitment process upon request.

Currently, firm members enjoy a hybrid arrangement, working 1 to 2 days in the office and from home.

Marks & Clerk Canada requires all firm members to be fully vaccinated against COVID-19. Any exemption request will be considered on a case-by-case basis and granted only where the request meets the requirements of applicable legislation.

We thank all applicants for their interest; however, only candidates under consideration will be contacted.