

MARKETING MANAGER

Location: Calgary, Alberta

Employment Type: Full-Time, Permanent

Schedule: Monday - Friday [35 hours/week] to be worked within the Firm's operating hours of 8:00 a.m. to 5:00 p.m. *Given the nature of the role, occasional attendance at Firm events, client functions, sponsorship activities, and community initiatives outside of regular business hours will be required to provide onsite support and represent the Firm.*

Reports to: Managing Director and may take direction from lawyers on particular projects.

About JSS Barristers

JSS Barristers is Calgary's largest civil litigation and advocacy boutique law firm. Our lawyers have extensive experience as trial advocates and have appeared at all levels of the Courts of Alberta and Canada, including the Supreme Court of Canada.

We are proud of our collegial environment, and we strive to offer a culture of inclusivity, diversity, and equal opportunity. We welcome applications from members of racialized minorities, Indigenous people, people with disabilities, sexual and gender minorities, and all those with the skills and knowledge to productively engage with diverse communities and contribute to our Firm's excellence and client service. Our Firm seeks to maintain its commitment to excellence and recognizes that increasing the diversity of its people and ensuring an inclusive environment supports this objective.

About the Role

The **Marketing Manager** is responsible for leading and executing the Firm's marketing, branding, communications, and business development initiatives to enhance brand visibility, support client engagement, and advance the Firm's strategic objectives. Working closely with Firm leadership, lawyers, committees, and the Marketing Assistant, the Marketing Manager develops and delivers strategic marketing initiatives while ensuring a consistent and professional approach across the Firm.

Key Responsibilities

Duties will include, but not be limited to:

Marketing Strategy & Programs

- Manage and execute the Firm's marketing plan, programs and initiatives in alignment with Firm priorities.
- Develop and recommend marketing initiatives that enhance the Firm's profile, reputation and client engagement.
- Provide marketing guidance and support to lawyers, practice groups and Firm committees.
- Manage marketing projects and campaigns, establishing priorities, timelines and deliverables and overseeing implementation.
- Monitor legal and professional services marketing trends and identify opportunities relevant to the Firm.

Brand Management

- Critically assess and continuously enhance the Firm's brand strategy, messaging, and visual identity, identifying opportunities for refinement, repositioning, or rebranding to strengthen market presence and support business objectives.
- Lead branding initiatives and collaborate with marketing-related subcommittees, the Executive Committee, and key stakeholders to drive the ongoing development of the Firm's brand.
- Oversee the development, maintenance, and evolution of brand guidelines, templates, promotional materials, and marketing collateral.
- Review and provide strategic direction on marketing materials and communications to ensure they effectively represent and advance the Firm's brand and business goals.

Communications, Content & Digital Marketing

- Manage the Firm's communications and content strategy across its website, social media, internal website and other channels.

- Oversee the development, editing, scheduling and publication of Firm news, thought leadership, advertising and social media content.
- Work with lawyers and other Firm members to identify and develop content that showcases the Firm's experience and expertise.
- Monitor marketing and digital performance and recommend opportunities to improve reach and engagement.

Business Development & Client Engagement

- Support lawyers and practice groups with business development and client engagement initiatives.
- Oversee the development of proposals, pitches, presentations and other business development materials.
- Ensure lawyer biographies, practice area descriptions and marketing collateral remain current and aligned with the Firm's brand.
- Support the evaluation, implementation, maintenance, and effective use of the Firm's client relationship management (CRM) system and client contact database to advance marketing, business development, and client engagement initiatives.
- Conduct market and competitor research and identify relevant opportunities for the Firm.

Awards, Rankings & Recognition

- Manage the Firm's participation in legal directories, rankings, awards and recognition programs.
- Identify relevant opportunities and oversee the preparation and submission of nominations and supporting materials.
- Maintain an annual schedule of key submissions and deadlines.
- Oversee the promotion of Firm and lawyer recognition through appropriate marketing channels.

Events, Sponsorships & Community Engagement

- Oversee the marketing and coordination of Firm events, client seminars, sponsorships, conferences and community initiatives.
- Evaluate sponsorship and event opportunities and make recommendations based on alignment with Firm priorities.
- Ensure appropriate branding and promotion of Firm events and sponsorships.
- Contribute to marketing-related subcommittees and lead designated committee activities, including chairing committees and overseeing related initiatives when required.

Marketing Budget & Administration

- Collaborate on the development of the annual marketing plan and budget and monitor marketing-related expenditures.
- Manage relationships with external marketing vendors, consultants and service providers.
- Oversee the Firm's promotional items, gifting and other branded materials, with administrative coordination supported by the Marketing Assistant.
- Maintain appropriate marketing processes, resources and standards to support the effective delivery of marketing initiatives.

Team Leadership & Firm Collaboration

- Provide day-to-day direction, guidance and oversight to the Marketing Assistant, including establishing priorities, assigning work and reviewing deliverables.
- Delegate administrative and coordination activities to the Marketing Assistant while maintaining accountability for the quality and timely delivery of marketing initiatives.
- Maintain a visible and engaged presence within the Firm and at Firm-sponsored events, networking opportunities and community initiatives, representing the Firm professionally and supporting its brand and relationships.
- Work collaboratively with Firm leadership, lawyers, committees and administrative teams to identify and address marketing needs.

- Provide marketing and branding guidance to Firm members and committees.
- Perform other related duties as required.

Qualifications & Experience

Required

- Minimum of six years of progressive marketing experience, including experience providing direction and oversight to marketing or administrative staff.
- Post-secondary degree or diploma in Marketing, Communications, Business, or a related field.
- Demonstrated experience with media relations, press releases, community engagement, stakeholder relationship management, and crisis communications.
- Experience developing and executing marketing programs, brand strategy, communications, digital marketing, and events.
- Experience managing complex projects and working with legal professionals, clients, and community stakeholders.
- Strong project management, organizational, and prioritization skills.
- Strong interpersonal skills and ability to build collaborative relationships across the Firm.
- Excellent written and verbal communication skills.
- Strong attention to detail and commitment to high-quality work.
- Ability to work independently with minimal direction and exercise sound judgment.
- Ability to provide effective direction, feedback, and oversight to support staff.
- Proactive, adaptable, and solutions-oriented approach.
- Knowledge of digital marketing, social media, and content management.
- Ability to handle confidential and sensitive information with discretion.

Preferred

- Experience in the legal industry or another professional services environment.

- Experience evaluating, implementing, and leveraging customer relationship management (CRM) systems to support marketing, business development, and client relationship initiatives.
- Experience leading branding, positioning, or organizational marketing transformation initiatives.
- Familiarity with marketing analytics, reporting, and performance measurement tools.
- Experience managing external vendors, agencies, media partners, and community sponsorships.

Key Relationships

- Managing Director
- Executive Committee and Firm Leadership
- Lawyers & Business Professionals
- Internal Marketing & Business Development Committees
- Clients, Referral Sources, and Community Partners
- Media Contacts, Vendors, Agencies, and Service Providers
- Event and Sponsorship Partners

Compensation

We offer a competitive compensation and benefits package, with salary based on experience and qualifications.

How to Apply

Please submit your resume and cover letter to Erin Skogman, Human Resources Manager, at skogmane@jssbarristers.ca. If you require an accommodation during the recruitment process, please indicate this in your application.

Application Deadline: Wednesday, September 30, 2026.