

# Davis Polk

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## Job Description

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<b>Job Title</b>	Email Marketing Coordinator
<b>Location</b>	New York
<b>Department</b>	Business Development
<b>Reports to</b>	Specialist, Digital Marketing
<b>Exempt/Non-Exempt</b>	Non-Exempt
<b>Work Schedule</b>	Monday-Friday, 9:30 a.m. to 5:30 p.m.; overtime as required
<b>Position Summary</b>	<p>The ideal candidate is someone who is passionate about email and well-versed in creating and building email marketing campaigns. Working closely with the Digital Marketing Group, the Email Marketing Coordinator will improve the firm's email marketing strategy, including client development, analytics reporting and CRM utilization.</p>
<b>Essential Duties and Responsibilities</b>	<p>Typical responsibilities include, but are not limited to, the following:</p> <ul style="list-style-type: none"><li>• Draft and distribute external client communications – including client updates, client newsletters and webinar invitations – using the firm's email marketing software, Vuture</li><li>• Manage the preparation and distribution of all actionable email analytics reports for client updates, including open rates, click rates, most engaged companies, firm averages, etc.</li><li>• Provide support for webinars/webcasts, including email campaigns and related files (PowerPoint, CLE form, etc.), day-of logistics with the A/V team and posting the recorded webcast to the firm's external site</li><li>• Provide frontline support for the creation and population of key contact lists in InterAction, the</li></ul>

firm's CRM software (for clients, prospects, industries, etc.)

- Assist with data quality initiatives for key distribution lists (adding missing data, researching invalid/missing emails, etc.).
- Provide backup support for content maintenance on [www.davispolk.com](http://www.davispolk.com) (posting publications, reviewing/approving edits to lawyer bios and practice pages, etc.)
- Special projects, as assigned by the Specialist, Digital Marketing and/or Sr. Manager, Marketing Operations

**Qualifications/Position Requirements**

- Superb attention to detail
- Ability to multi-task in a deadline-driven environment
- Excellent organizational and time-management skills
- Self-motivated individual who also collaborates as a team player to achieve goals
- Keen interest in leveraging technology to increase efficiencies and improve internal processes
- Passion for customer support, teaching best practices and sharing the value of marketing technology
- Strong background with Microsoft Word and Microsoft Excel
- Excellent written and verbal communication skills
- Previous experience with Vuture, InterAction, and/or Drupal a plus

**Education and/or Experience**

- Bachelor's degree required (Marketing or Communications degree preferred)
- 2-3 years of experience in a professional services environment

**Compensation**

Commensurate with experience

**To Apply**

Send a cover letter and resume to [hr.ny@davispolk.com](mailto: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.