

# Davis Polk

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## Job Description

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<b>Job Title</b>	Website Coordinator
<b>Location</b>	New York
<b>Department</b>	Business Development
<b>Reports to</b>	Digital Marketing Specialist
<b>Exempt/Non-Exempt</b>	Non-Exempt
<b>Work Schedule</b>	Monday through Friday, 9:30 a.m. to 5:30 p.m. (overtime as required).
<b>Position Summary</b>	The Website Coordinator focuses on content management for the firm's client-facing websites, serving as the lead resource for content entry, edits, and analytics. This role also assists with production of email campaigns and audio/video initiatives.
<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>• Assist with day-to-day website maintenance and with timely and accurate content updates including: edits to lawyer bios, posting of client communications and monitoring data syncs from third-party systems.</li><li>• Troubleshoot reported website errors. Interface with external web development partners to report issues and enhancement requests. Test/launch updates to <a href="http://davispolk.com">davispolk.com</a>.</li><li>• Serve as the lead resource for website training for Business Development colleagues and members of other firm departments (Recruiting, HR, etc.).</li><li>• Serve as the lead resource for onboarding and off-boarding partners and counsel as it relates to their bios and related content on <a href="http://davispolk.com">davispolk.com</a>.</li><li>• On an ongoing basis, analyze Google Analytics data to measure effectiveness of digital initiatives. Work with the Digital Marketing Specialist to provide data-</li></ul>

backed “lessons learned” and recommendations.

- On an ongoing basis, conduct competitor research to inform approaches for new features/functionality for davispolk.com.
- Support the Digital Marketing Specialist in executing complex website projects related to content management, process improvements and integrations with third-party systems.
- Monitor and report on search-related analytics and adjust search configurations as needed.
- Draft and distribute external client communications – including client updates, client newsletters and webinar invitations – using the firm’s email marketing software, Vuture.
- Special projects, as assigned by the Digital Marketing Specialist and/or Senior Manager, Marketing Operations.

**Qualifications/Position Requirements**

- Experience using a web-based Content Management System (Drupal 8 or higher preferred but not necessary)
- Proficient in reading and editing HTML and CSS
- Experience with Google Analytics and general knowledge of SEO best practices.
- Skilled in use in use of Microsoft Word and Excel (including data organization, charts, and pivot tables)
- General knowledge of user interface design principles and web design best practices
- Superb attention to detail
- Ability to multi-task in a deadline-driven environment
- Excellent written and verbal communication skills
- Excellent time-management skills, with a proactive approach to anticipating obstacles
- Keen interest in leveraging technology to increase efficiencies and improve internal processes

**Education and/or Experience**

- Bachelor's degree
- 2-3 years of experience in a professional services environment

**Compensation**

Commensurate with experience.

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.