

MARKETING TECHNOLOGIST

Torys is a highly respected international business law firm with offices in Toronto, New York, Calgary, Montréal and Halifax. We work together to offer seamless cross-border services to our clients all over the world.

As a Torys employee, you will enjoy both an exciting, fast-paced work environment and a supportive, collegial and team-based culture. Our positions are best suited to individuals who take pride and ownership in their work and demonstrate exceptional client service in everything they do. At Torys, we take pride in our ability to attract and retain individuals who excel in their respective fields. We do this by providing stimulating work and learning and development opportunities, as well as a competitive compensation and benefits package.

POSITION OVERVIEW

Reporting to the Director, Business Development & Marketing, the Marketing Technologist is responsible for the following duties outlined below:

KEY ACCOUNTABILITIES

Content Distribution

- Distribute bulletins, including HTML emails and posts for torys.com.
- Distribute marketing mailings and other communications to external audiences such as firm announcements, thought-leaderships, holiday cards, and satellite office support.

CRM

- Perform day-to-day data maintenance and data quality management.
- Manage Data Change Management tickets (DCM) and follow-up on email bounce backs and “bad data”.
- Maintain user account administration; license management; proxy administration (InterAction and RelSci).
- Manage distribution list and CASL compliance.
- Advanced configuration/operability of CRM and eMarketing solutions (DCM; Folder Dependency; synchronization with Outlook; ReAction server and Tikit configuration).
- Provide assistant and lawyer support, and desk-side training including raising awareness and driving adoption for CRM; onboarding outreach; and “best practice” communications. Provide support for other administrative groups (i.e., Trainers, Alumni, etc.) as required.

Website

- Maintain advanced system configuration, including user access, security settings, node configuration, and vanity URLs.
- Host configuration and technology support for torysmontreal.com.
- Manage vendors (One North); coordinate fixes, feature enhancements and upgrades.
- Perform data integration with other M&BD systems.

Reporting and Analytics

- Prepare “cost of client” reporting and template development/enhancements.



- Follow-up and reporting for international travel.
- Track open rates and monitor success of email and online campaigns; prepare reports on same.
- QlikView reporting and analysis, including Client Dashboard and M&BD Budget and Spending reports; QlikView technical support and template development, vendor relations, upgrades, etc.

Technology

- Provide oversight for Business Development Suite (Experience Manager; Proposal Generator), including fixes, enhancements, upgrades, data integration with Elite and vendor management (Thomson Reuters).
- Provide oversight for ContactNet and RelSci, including data integration with InterAction.
- Assist with ad hoc initiatives and ongoing technology and operational support (alumni questionnaires); NPS and other surveys; digital signatures; client tickets; domain name registration/maintenance; file sharing; Google Custom Search Engine.
- Liaise with I.S. on marketing technology matters, including data automation; hardware and software upgrades; department licensing requirements; technology evaluation.

ATTRIBUTES & EXPERIENCE

- Undergraduate education in Business, Marketing or Communications, or equivalent experience to successfully complete the essential requirements of the role.
- Minimum 8 years' previous related experience in a marketing and/or business development role, preferably within a professional services firm.
- Knowledge of e-marketing software, CRM, web site platforms and CMS's, Google Analytics, and Social Media.
- Knowledge of legal markets and the legal professional landscape.
- Exceptional client service orientation with a proven track record of 'going above and beyond' to service clients.
- Able to communicate effectively (verbally and in writing) to a broad range of audiences including to senior management, partners and clients.
- Strong interpersonal skills with a proven ability to establish and build trust-based working relationships.
- Ability to plan, organize, schedule and deliver within tight deadlines in a high pressure environment.
- Proven project management experience and a demonstrated ability to prioritize and manage complex projects.
- Strong leadership skills to be able to build, motivate and direct a team to success.
- Sound judgment and decisiveness; strong strategic and analytical thinking skills.
- Determined with a can-do, hands on approach; driven by delivery and end results.

HOW TO APPLY:

Please address your resume and cover letter, stating your salary expectations to Firm Admin Recruiting (firmadminrecruiting@torys.com).



We thank all applicants for their interest in Torys LLP; however only candidates selected for an interview will be contacted

At Torys we are committed to diversity in the recruitment, retention and advancement of our people. We believe that diversity of backgrounds, experiences and perspectives enhances the quality of our work and enriches our lives. We are committed to fostering an inclusive and accessible work environment. Accommodations are available for applicants with disabilities. If you require accommodation at any time during the recruitment process, please contact [Jenny Tavares](#), Senior Manager, Human Resources.