

(Fully Remote) Marketing Professional Needed for Fast-Growing Tenant Rights Law Firm

Have you overseen and successfully implemented online or offline marketing campaigns?

Do you have experience with the acquisition (i.e., intake, conversion, and onboarding) of new clients?

Are you comfortable collaborating virtually with a team using the latest videoconferencing technology?

Are you looking to join a team of smart, hardworking, and high-energy legal professionals in one of the fastest growing law firms in the United States that was also recently certified as a Great Place to Work®?

If you've answered yes to these questions, you may just be the person we're looking for.

We are a fast-growing tenant rights law firm dedicated to helping California tenants who have been illegally evicted, harassed, discriminated against, or forced to endure uninhabitable living conditions recover money for their losses. We are looking to double the size of our firm in 2022. And we need a Marketing Manager to manage projects and oversee a team to help us achieve this ambitious goal.

The primary responsibilities of the Marketing Manager are to oversee the process of acquiring new clients, work with CEO and COO to achieve the firm's goals, and ensure smooth day-to-day operations of the Marketing Team (consisting of the Marketing Manager, a contractor, and any future personnel dedicated to marketing, either part- or full-time). This position will be responsible for critically important work, including:

- Ensuring the efficient and effective daily operations of the Marketing Department.
- Recommending to the CEO new online and offline marketing campaigns.
- Ensuring the firm can measure the ROI of each individual marketing campaign.
- Managing all projects related to the growth of the Marketing Department, e.g., implementing new software and marketing campaigns.
- Overseeing and implementing any modifications or updates to the firm's CRM software (currently, Lawmatics).
- Recommending, designing, deploying, executing, and updating policies, procedures, scripts, processes, checklists, templates, forms, etc. to create systems that run the Marketing Department efficiently and profitably.
- Determining KPIs for each position in the Marketing Department and monitoring these KPIs for each member of the Marketing Department.
- Attending weekly Growth team meetings with the Chief Operating Officer and Client Relations Manager, and individual meetings with the Marketing Team.
- Overseeing the hiring, onboarding, and evaluation of all Marketing Department team members.
- Ensuring Marketing Department team member compliance with all the firm's policies, systems, and procedures.
- Assisting the CEO in creating dashboards to manage data and analytics to ensure the firm is progressing towards its goals.

If the following statements describe you, then you may be our Marketing Manager:

- You are comfortable leading a team, coaching to improve performance, and preparing individuals for future roles.
- You are excellent with numbers, are able to build and review spreadsheets, and are comfortable preparing and following budgets.
- You have high standards and expect personal and team performance to be nothing short of the best.
- You have great attention to detail. You do not let important details slip through the cracks or derail a project.
- You are trustworthy, do not cut corners ethically, earn trust and maintain confidences when appropriate, and, most importantly, do what is right—not just what is expedient.
- You are innovative, growth-minded, can generate new and creative approaches to problems, and can maximize value and use of technology and other resources.
- You can act without being told what to do and bring new ideas to the CEO.
- You work at a fast pace with the ability to move between tasks quickly, are not overwhelmed with volume or by deadlines, and spend time on tasks that add value.
- You develop and nurture productive and professional relationships with clients and staff and are both approachable yet stern when the circumstances require.
- You are self-directed, able to assess a situation and determine what needs to be done and then do it.
- Your middle name is “No Drama.”
- You are an awesome juggler of tasks and can change gears quickly.
- You do not think of any task as “beneath you.”
- You believe in the firm’s commitment to work-life balance but are nonetheless prepared to arrive early, stay late, and work on weekends when necessary to get the job done.

No previous law firm experience is necessary. An ideal candidate will hold a college degree and either an MBA or substantial prior real-world experience in marketing and/or sales, preferably in a professional services firm. He or she should never tire of testing, measuring, adjusting, and retesting various marketing strategies; must be able to lead a team; take initiative on work that needs to be done; and operate independently. The ideal candidate will have a positive attitude and sense of humor, and be willing to follow policies, systems, and procedures.

This is a fulltime job, and you must be able to work at least forty hours per week. Work is 100% remote and may be done from any location in the world with a reliable Internet connection. Salary depends on experience. Total compensation includes bonuses tied to the achievement of objective regular milestones; full health, dental, and vision benefits after ninety days of fulltime employment; paid time off; ten paid national holidays per year; and paid sick leave in accordance with state law; and a retirement plan with a mandatory employer contribution beginning in January 2023.

About the Firm

Founded in January 2016, Tenant Law Group is dedicated exclusively to the representation of renters and helps California tenants recover money for their losses. Law Firm 500 recognized Tenant Law as the [twenty-second fastest growing law firm in the United States](#) in 2019 with an aggregate growth rate of 193%; the [twelfth fastest growing law firm in the United States](#) in 2020 with an aggregate growth rate of 449%; and the [fortieth fastest growing law firm in the United States](#) in 2021 with an aggregate growth rate of 187%. Our clients are California renters who are experiencing any type of dispute with their landlord. We have offices in San Francisco (headquarters), Oakland, and Los Angeles—with plans to expand to at least two more locations in 2022. Our team size is currently thirty-seven, including twelve full-time employees, two part-time employees, and twenty-three contractors. We are committed to the work we do for our clients, but we don’t take ourselves too seriously and really value professional development and team building. Here is our mission statement:

We are a tenant rights law firm dedicated to changing lives—one tenant at a time. We pursue justice for California renters who have been harassed, discriminated against, or illegally evicted. We are committed to social justice and to the ideal that all members of our community, regardless of financial resources, are entitled to legal representation. While our clients include renters from all backgrounds, we are especially dedicated to the most vulnerable renters—namely, the indigent, the elderly, immigrants, blue-collar workers, and individuals with disabilities. We believe in doing well by doing good, understand the high demand for tenant rights attorneys in California generally and in the Bay Area in particular, and therefore aim to grow our firm as rapidly as possible to serve the approximately eighteen million renters in California. We treat our clients with dignity and respect, and value the personal and professional development of everyone in our organization. Our core values include zealous advocacy, constant client communication, professionalism and civility among lawyers, respect for work-life balance, and technological innovation. This firm is an equal opportunity employer.

Se habla español.

How to Apply

Prepare a cover letter with no more than TWO paragraphs and a closing sentence. In the first paragraph, explain what you believe are the three most important qualities of an effective marketing campaign and propose at least one idea for a marketing campaign whose goal is to reach California tenants experiencing substandard conditions in their rental units. In the second paragraph, explain why you applied to this particular ad. As a closing sentence please write, “I have read the instructions contained in the job posting and have followed the instructions.”

Do not send your resume through this website. Email your resume and cover letter in PDF format to appliesftenantlaw@gmail.com. The subject line of the email should your last name (all caps), followed by the position you are applying for in lower case, followed by one word that you would use to describe yourself in all caps (e.g., SMITH marketing manager AWESOME).

We look forward to reviewing your application.

APPLICATIONS THAT DO NOT FOLLOW THESE INSTRUCTIONS WILL NOT BE CONSIDERED.