Practising Law Institute

Marketing Assistant

Practising Law Institute (“PLI”) is seeking a Marketing Assistant for its robust, Manhattan-based Marketing team.

For over 80 years PLI has been the “gold standard” leader in continuing legal and professional business training education. With 250 employees in New York City and San Francisco, PLI holds over 400 live programs each year in state-of-the-art conference centers throughout the U.S. and abroad. Recent international seminar locations include London, Hong Kong and Brazil.

In addition to hosting innovative live programs, PLI streams webcasts and offers on-demand programs for thousands of participants each day. PLI publishes a range of legal Course Handbooks, has an award-winning eBook library, offers the nation’s leading preparation course for the Patent Office’s Registration Exam, and provides SEC compliance and accounting training through its SEC Institute. The organization also develops unique, inventive ways of learning through its Interactive Learning Center, and is deeply committed to the pro bono community, and public interest organizations.

In this role the Marketing Assistant will provide administrative support for the Marketing Team. Duties include but are not limited to processing mail plans, distribution of schedules, daily vendor contact, creating purchase orders and reviewing invoices.

Key Responsibilities:

- Process mail plans for marketing team
- Distribute copy due schedules for upcoming emails and letters
- Create purchase orders for list vendors with list request instructions
- Create purchase orders for letter shops with mailing instructions
- Develop strong relationships with list vendors and letter shops
- Send purchase orders weekly to accounting department
- Submit check requests to accounting department as needed
- Review and process invoices for approval
- Track and file seed mailing pieces
- Provide list vendors with requests for removal from external mailing lists
- Inventory report: provide letter shops with confirmation to recycle outdated inventory
- Additional reporting as needed
- Back up for Senior Marketing Assistant as needed
• Occasional backup for reception (approximately 1-2 hours per month)
• Other duties as assigned

SUPERVISORY RESPONSIBILITIES
None

Qualifications and Requirements:

• Bachelor’s degree and 1-2 years’ experience in a marketing environment required
• Excellent interpersonal and communications skills
• Excellent computer skills, knowledge of Microsoft Office suite
• Maintain and adhere to schedules - must be deadline driven with excellent time management and organization skills and the ability to juggle multiple projects at one time
• Must be self-motivated, proactive and able to work effectively both independently and as part of a team

PLI offers market-competitive compensation and a generous benefits package, including medical, dental and vision plans for employees and their families, ample paid time off and holidays, summer Fridays, career development opportunities, and work-life balance initiatives. The PLI work environment is interesting, collegial, intelligent and encouraging.

Qualified applicants please send your resume and cover letter, including salary expectations, to hr2@pli.edu. Indicate the job title “Marketing Assistant” in the subject line. Only those applicants who meet our requirements for this position will be contacted.

Practising Law Institute is an equal opportunity employer. More information about PLI may be found on our website www.pli.edu.