Practising Law Institute

Marketing Manager

Practising Law Institute (“PLI”) is seeking a Marketing Manager 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.

Reporting to the Director of Marketing, the Marketing Manager will be responsible for the creation, development and execution of business-to-business, multi-channel marketing campaigns.

Key Responsibilities:

- Manage the marketing cycle for close to 100 various PLI products and services. Develop marketing strategy for these products and produce marketing plans through list research and analysis. Plans include both direct mail and online initiatives. Knowledge of databases and list segmentation required, as well as managing revenue and expense budgets.
- Communicate with third party resources to identify promotional opportunities and relationships.
- Negotiate marketing partnerships for advertising/insertions/listings to promote programs.
- Research, analyze and test recommendations for format offers and list strategies.
- Maintain and adhere to schedules.
There are no supervisory responsibilities with this position.

Qualifications and Requirements:

- A Bachelor’s Degree in Marketing, Business or related field.
- 3-5 years’ experience with multi-channel marketing in a business-to-business environment. Educational marketing work experience preferred.
- Database experience related to list segmentation is required, along with outside list selection.
- Must have strong analytical and creative thinking skills.
- Must be deadline-driven, with excellent time management and organizational skills.
- Ability to juggle multiple projects at same time.
- Some experience with digital marketing preferred.
- Excellent interpersonal, communication and writing skills.
- Solid computer skills, including knowledge of Microsoft office suite.
- Must be self-motivated and proactive.
- 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 hr1@pli.edu. Indicate the job title “Marketing Manager” 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.