



Title: Marketing and Business Development Assistant

Reports to: Business Development Manager

Office: Philadelphia

Department: Marketing

Position Summary:

The Business Development Assistant will support the projects and activities related to the firm's business development and marketing initiatives. The position reports to the Business Development Manager and is based in Philadelphia.

The position will support day-to-day marketing and business development activities with supervision. Candidates must be self-motivated, able to handle multiple priorities, responsive, and have excellent attention to detail.

Essential Duties and Responsibilities:

- Conducts research on existing and prospective clients, competitor activity, and industry market trends.
- Prepares reports with data from programs such as Vuture and CRM.
- Assists with the preparation of firm brochures, RFPs, and proposals, and other written materials.
- Assists with surveys and awards submissions.
- Assists with planning and execution of client seminars, webinars and sponsorships, including managing marketing lists in CRM.
- Assists with the planning, implementation, and follow-up of new business or cross-marketing opportunities.
- Assists with website updates and social media postings.
- Other duties as assigned.

Skills/Knowledge Requirements:

- Strong interpersonal skills, works effectively with all levels of employees and management.
- Strong organization, multi-tasking skills and the ability to juggle competing priorities and personalities.
- Exhibits an outstanding work ethic and professionalism.
- Strong client service mindset.
- Proactive, motivated, and detail oriented.
- Strong communication and business writing skills.
- Excellent time management, judgment, decision-making, and problem solving skills.
- Thrives in both individual and collaborative team environments.
- Ability to meet deadlines and work well under pressure.



Skills/Knowledge Requirements:

- Bachelor's degree in business, marketing, communications, or related field.
- 1-2 years of marketing, business development, or sales experience in professional services (law firm experience preferred).
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, Access).
- Experience with InterAction is a plus.

Cohen Seglias is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, age, gender, pregnancy, religion, national origin, ancestry, disability, genetic information, veterans' status or military affiliation, sexual orientation, gender identity and expression, or other characteristics protected by applicable law.

Please send cover letter, resume, and salary requirements to careers@cohenseglias.com.