

Marketing Technology Specialist

Reports to: Chief Marketing and Revenue Officer

FLSA Status: Non-Exempt

Labaton Keller Sucharow LLP is seeking a Marketing Technology & AI Specialist to join its Marketing and Client Service team. This newly created position will help the Firm use AI, data, analytics, CRM technology, and other digital tools to strengthen client service, improve marketing performance, and create more efficient internal processes.

Reporting to the Chief Marketing and Revenue Officer, the Marketing Technology Specialist will work closely with members of the Marketing and Client Service team, attorneys, business development professionals, Information Technology, and other administrative departments. The ideal candidate is a hands-on, solutions-oriented professional who can translate business needs into practical technology solutions and help colleagues confidently adopt new tools.

This position is well suited for someone who is curious about emerging technology, comfortable working with data, and interested in applying innovation within a sophisticated legal and professional-services environment.

Job Duties: Primary duties consist of, but are not limited to the following:

Artificial Intelligence and Innovation:

- ✕ Identify and implement practical uses of AI across marketing, business development, and client service;
- ✕ Develop AI-supported workflows for research, content development, client reporting, RFPs, competitive intelligence, data analysis, and administrative processes;
- ✕ Build and maintain prompt libraries, templates, internal resources, and repeatable workflows;
- ✕ Evaluate new AI platforms and marketing technologies and recommend tools that support the Firm's strategic priorities;
- ✕ Train team members and attorneys on the effective and responsible use of approved AI tools;
- ✕ Work with Firm leadership, Information Technology, and Compliance to ensure AI initiatives protect confidential information and comply with applicable policies; and
- ✕ Monitor developments in AI, search technology, digital marketing, and legal-industry innovation.

CRM and Data Management

- ✕ Support the continued development and optimization of the Firm's CRM platform;

- ✘ Maintain accurate, consistent, and actionable data concerning clients, prospects, referral sources, organizations, matters, events, and marketing activity;
- ✘ Develop dashboards, reports, audience segments, and workflows that help the Firm better understand and manage its relationships;
- ✘ Help integrate CRM data with email marketing, event management, website, analytics, and other business systems;
- ✘ Establish data-quality standards and processes for deduplication, enrichment, classification, and ongoing maintenance;
- ✘ Track engagement and relationship activity to identify business development opportunities and support informed outreach; and
- ✘ Encourage CRM adoption by developing user-friendly training, documentation, and processes.

Analytics and Performance Measurement

- ✘ Manage and monitor Google Analytics 4, Google Tag Manager, Google Search Console, and related reporting tools;
- ✘ Develop dashboards and recurring reports measuring website traffic, content performance, campaigns, email engagement, events, social media, and other marketing initiatives;
- ✘ Translate data into clear recommendations for the Chief Marketing Officer and Firm leadership;
- ✘ Establish benchmarks and key performance indicators for marketing and business development programs;
- ✘ Analyze how audiences find and engage with the Firm across traditional search, AI-powered search, and other digital channels;
- ✘ Support search engine optimization, answer engine optimization, and generative engine optimization initiatives; and
- ✘ Work with internal teams and outside vendors to improve tracking, attribution, reporting accuracy, and digital performance.

Marketing Technology

- ✘ Help manage and optimize the Firm's marketing technology ecosystem, including its website, email marketing platform, experience database, proposal tools, event systems, social media tools, and client communication platforms;
- ✘ Identify opportunities to automate repetitive processes and improve collaboration among Marketing, Client Service, attorneys, and other departments;

- ✘ Create and document efficient workflows, system requirements, governance standards, and best practices;
- ✘ Coordinate with technology vendors, consultants, and internal stakeholders on implementations, upgrades, integrations, and troubleshooting;
- ✘ Test new tools and system enhancements before broader deployment; and
- ✘ Support digital projects involving website content, online forms, campaign tracking, contact management, and client-facing platforms.

Marketing and Business Development Support

- ✘ Assist with data-driven client development campaigns, institutional client communications, presentations, proposals, RFPs, events, and thought-leadership initiatives;
- ✘ Use technology and analytics to identify trends, opportunities, and areas for improved client engagement;
- ✘ Support the creation of personalized and segmented communications for clients and prospects;
- ✘ Help develop technology-enabled approaches to client reporting, portfolio monitoring, litigation updates, and other client-service initiatives; and
- ✘ Collaborate with team members on special projects and other departmental priorities as needed.

Qualifications:

- ✘ Bachelor's degree in marketing, communications, business, data analytics, information systems, or a related field;
- ✘ Approximately 3 to 6 years of relevant experience in marketing technology, digital marketing, CRM administration, analytics, or marketing operations;
- ✘ Experience in a law firm, professional-services organization, financial institution, consulting firm, or similarly sophisticated environment is preferred;
- ✘ Working knowledge of Google Analytics, Google Tag Manager, Google Search Console, Meta Pixel, CRM platforms, email marketing systems, and data-visualization tools;
- ✘ Demonstrated experience with generative AI tools and AI-supported business workflows;
- ✘ Experience developing dashboards, analyzing performance data, and presenting actionable findings; and
- ✘ Familiarity with website platforms, SEO, AEO, GEO, campaign tracking, data integrations, and marketing automation.



We provide a full host of benefits including medical, dental and vision insurance; short and long term disability insurance; 401k participation; technology reimbursement; student loan reimbursement; and in-office snacks and drinks.

Please submit your resume and cover letter to careers@labaton.com.