

Galbraith Family Law is a dynamic and innovative family law firm with offices in Barrie, Newmarket, Oakville, and St. Catharines. We're on the lookout for an experienced **Marketing & CRM Data Analyst** to join our team and help us grow.

Overview:

The ideal candidate will be passionate about both marketing strategies and leveraging data analytics from our Customer Relationship Management (CRM) system, Zoho, to drive business growth and client engagement. This role offers an exciting opportunity to shape our firm's marketing initiatives while utilizing data-driven insights to enhance client relationships and optimize marketing campaigns.

Responsibilities:

1. **Marketing Strategy Development:** Collaborate with internal teams and external service providers to develop comprehensive marketing strategies aligned with the firm's goals and target audience in the family law sector.
2. **Website Redevelopment and Maintenance:** Manage a major update of the firm's website and continued maintenance and updates to the website as required.
3. **CRM Management:** Oversee the management and utilization of the firm's CRM system to ensure accurate data collection, organization, and maintenance of client information.
4. **Data Analysis and Reporting:** Analyze CRM data to identify trends, patterns, and insights related to client behavior, preferences, and interactions. Generate regular reports and actionable recommendations to inform marketing strategies and improve client engagement.
5. **Campaign Optimization:** Monitor the performance of marketing campaigns across various channels (e.g., digital, social media, email) using CRM data analysis. Identify opportunities for optimization and implement data-driven adjustments to maximize campaign effectiveness and ROI.
6. **Audience Segmentation:** Utilize CRM data to segment the client database effectively. Develop targeted marketing campaigns and personalized communication strategies tailored to specific client segments.
7. **Client Retention Strategies:** Work closely with internal teams to develop client retention strategies based on CRM insights. Identify opportunities to enhance client satisfaction, loyalty, and lifetime value through proactive communication and personalized experiences.
8. **Graphics and Branding:** Assist and oversee in the creation of graphic, stationary and promotional items.
9. **Competitive Analysis:** Conduct research and analysis on competitors' marketing strategies and client engagement tactics within the family law industry. Use findings to benchmark performance and identify areas for differentiation and improvement.
10. **Collaboration and Communication:** Collaborate with internal teams and external service providers to align marketing efforts with business objectives and ensure data integrity within the CRM system. Communicate insights and recommendations effectively to the firm's Leadership Team.

11. **Stay Updated:** Stay informed about industry trends, best practices, and emerging technologies related to marketing analytics, CRM systems, and data-driven marketing strategies. Proactively seek opportunities to innovate and optimize processes.

Qualifications:

1. Post secondary education in Marketing, Business Administration, Statistics, Data Science, or a related field.
2. Proven experience (3+ years) in marketing strategy development and execution, preferably within the legal or professional services industry.
3. Strong proficiency in CRM systems (preferably Zoho) and data analysis tools (e.g., Microsoft Excel, Google Analytics).

Why Join Galbraith Family Law?

1. We provide a hybrid work model, and this position has the flexibility to work out of either our Barrie or Newmarket office.
2. We provide competitive wages, bonus opportunities and other perks.
3. We're committed to providing high-quality service and going above and beyond for our clients.
4. We have a culture of respect, learning and promote a positive work-life balance.
5. We value family, community, and friendships; always enduring "to treat others as you would like to be treated".
6. We offer opportunities for growth and development.

Ready to Apply?

If this position and Galbraith Family Law sound like the perfect fit for you, we'd love to hear from you.

To apply, please submit all of the following to Sondra Yanchus, Sondra@GalbraithFamilyLaw.com:

1. Cover Letter;
2. Resume; and
3. A brief video introducing yourself and outlining your relevant experience and why you want to join our team.