

# Role Description

## Regional Marketing Coordinator



### Overview

DFDL is a leading international law firm specialized in emerging markets with regional legal, tax and advisory investment expertise developed throughout the Mekong region (Cambodia, the Lao PDR, Myanmar, Thailand and Vietnam), Bangladesh, and Singapore and a dedicated focus on South and Southeast Asia, and beyond.

With a team of over 140 local and foreign lawyers and advisers in ten offices in Asia, and three collaborating firms in Cambodia, Indonesia and the Philippines, we provide unique value propositions and innovative solutions to our clients, with a particular focus on:

- Banking and Finance
- Compliance and Investigation
- Corporate
- Mergers and Acquisitions
- Energy, Mining and Infrastructure
- Real Estate and Construction
- Employment
- Taxation

In Indonesia, DFDL has established an exclusive association with Mataram Partners. DFDL, along with Mataram Partners, has been serving the needs of domestic and foreign investors in Indonesia since 2011. Mataram Partners is a trusted and dynamic Indonesian law firm and has been serving the needs of domestic and foreign investors in Indonesia since 2006.

### Position

DFDL is now seeking to hire an experienced and talented individual for the position of a Regional Marketing Coordinator to join our Regional team.

<b>Reports to:</b>	Managing Director and Deputy Managing Directors Partners, Heads of Practice Group
<b>Key internal relationships:</b>	Regional Marketing team
<b>Salary range:</b>	Competitive, commensurate with experience and qualifications
<b>Position type:</b>	Full time
<b>Commencement:</b>	As soon as possible
<b>Location:</b>	Cambodia (Phnom-Penh); Thailand (Bangkok); Singapore

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Since 1994

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### Main duties of the role

Taking instructions and reporting to the Regional Marketing and Communications Director, the role supports the marketing and business development activities of the regional practice groups. Responsible for the development and execution of marketing projects, initiatives and processes, the creation of marketing materials and the support for client relationship management programs. The role will also provide administrative support to the Practice Group leaderships, senior management and Regional Marketing Director in order to develop and execute the group's business plan that is aligned with the Firm's business goals and strategies.

#### Marketing and Communications

- Marketing materials - Create, revise, improve and maintain the suite of marketing materials including capabilities statements, fee proposal templates, matter lists, awards and ranking information, newsletters, client alerts, website content (internal and external) and press releases. Ensure marketing materials are developed in accordance with the DFDL's branding guidelines.
- Client and Market Research - Research regarding existing and prospective clients, competitor activity and market trends and opportunities.
- Events and Publications - Work with MarComms team to schedule, attend, manage logistics, publicize and prepare presentation materials for client-related events and publications, thought leaderships and initiatives. Regularly engage with business associations/ communities such as Amcham and Eurocham.

#### Practice Group Administration

- Practice Group Administration – preparation and coordination of weekly or monthly PG meetings including scheduling of meeting calendars, agenda preparation, minute taking, and reporting to relevant Partners and team members on the progress of relevant PG initiatives.
- Fee Proposal database – Regularly update pitch collateral, ensure fee proposal templates and precedents are up to date and fit for use for BUs and PGs.
- Pipeline Tracking and Reporting – Regularly collect, record, coordinate and produce monthly pipeline reports of relevant practice groups diligently and accurately.
- Directory Submissions - Prepares submissions and interviews for various industry publications, e.g. Chambers Asia Pacific, IFLR1000 and Legal 500 Asia Pacific.
- Database management – Assist with the preparation and administration of deal lists for various practice groups to ensure the group's representative matters and work experience are collected and disseminated on a regular and timely basis. Create and maintain to update client contacts and mailing lists. Maintains library of materials for pitches, proposals and RFP responses.

### Skills, Knowledge & Experience Required

- A bachelor's degree from an accredited college or university;
- Excellent verbal and written English skills;
- Minimum 1 year marketing and/or business development experience;
- Proficient in MS Word, Excel and PowerPoint;
- Excellent organizational and project management skills;
- Working knowledge of customer relationship management (CRM) and other database;
- Experience in working with senior stakeholders/C-suite executives; and
- Law firm or professional services experience will be a bonus

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### Other Skills and Abilities

- Meticulous with attention to detail, particularly in document management;
- Resourceful, independent and able to work well under pressure;
- Proactive team player; and
- Ability to accept responsibilities and demonstrate initiative.

### Contact Details

Applications should be submitted to:

Email: [Careers@dfdl.com](mailto:Careers@dfdl.com)

Website: [www.dfdl.com](http://www.dfdl.com)

Workable: <https://apply.workable.com/dfdl/j/79FD327CB0/>

*Applications should include a curriculum vitae or resume, accompanied by a covering letter outlining the candidate's interest in and suitability for the position.*

*All applications and expressions of interest will be treated confidentially and reviewed only by DFDL Senior Management and the Human Resources team.*

*Please note that this position is open until filled. Applications will be reviewed and processed on a rolling basis and **only shortlisted candidates will be contacted.***