

# BASSFORD REMELE

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## Marketing Specialist

To apply:  
[recruiting@bassford.com](mailto:recruiting@bassford.com)

## About the Job

### Company Description

Bassford Remele is a distinguished litigation firm established in 1882 and recognized as the oldest top-25 law firm in Minnesota. Serving local, national, and international clients, the firm offers expert counsel in litigation, family law, corporate matters, and dispute resolution across state and federal courts. Renowned for its depth of experience in industries such as agribusiness, healthcare, and technology, Bassford Remele is a trusted legal advisor for businesses, including Fortune 500 companies. The firm's history of success is rooted in its strong client relationships, deep understanding of business needs, and ability to navigate complex legal challenges effectively.

### Role Description

We are seeking a detail-oriented and collaborative Marketing Specialist to support the firm's marketing and business development efforts. This role is ideal for someone who enjoys a mix of creative, digital, and administrative responsibilities, with a strong emphasis on brand consistency, content execution, and event support. This is a full-time, on-site position based in Minneapolis, MN.

### Responsibilities:

- Assist with graphic design projects, including creating and editing marketing materials in line with firm branding
- Manage and execute social media posting, with a primary focus on LinkedIn
- Coordinate digital communications, including email campaigns and distributions via Mailchimp and Constant Contact
- Support the preparation and distribution of practice group newsletters
- Serve as a liaison between the firm and external graphic designers or vendors
- Provide event support, including administrative preparation (name tags, mail merges, labels, swag, and materials) and occasional on-site assistance
- Attend client events and assist with logistics and follow-up as needed
- Assist in drafting and editing marketing content and collateral
- Support attorney onboarding by coordinating marketing-related needs (business cards, nameplates, swag, etc.)
- Ensure brand integrity and consistency across all marketing channels and materials

### Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience)
- 2+ years of marketing, communications, or related experience preferred
- Experience managing social media platforms, particularly LinkedIn

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- Familiarity with email marketing platforms such as Mailchimp and Constant Contact
- Working knowledge of Adobe Creative Suite (Illustrator, Photoshop) preferred
- Experience with ContactEase or similar CRM systems is a plus
- Strong organizational skills and exceptional attention to detail
- Excellent written and verbal communication skills
- Ability to manage multiple projects and deadlines in a fast-paced environment
- Collaborative mindset with a willingness to support a variety of marketing initiatives

**Salary:**

\$60,000 – \$75,000 annual base salary, commensurate with experience