

# Legal Marketing Internship

## Legal Marketing Internship at the Liquid Legal Institute

### About the LLI

The Liquid Legal Institute is an open and interdisciplinary platform for promoting a new way of thinking in the legal sector. Digitalization, new business models and technological innovations are currently changing all major industries worldwide. However, the legal sector has not yet benefited sufficiently from these trends, and we want to change this.

### About the role

We are looking for someone to support us in the **social media and public relations work of our institute**. You will work with open minded people and have access to a network of around 400 members. Your ideas and creativity are needed to form the organization.

You will support the LLI with the following activities:

- Business development in a self-organized and dynamic environment
- Organize and conduct regular Operations Meetings with the LLI Board
- Manage the LLI Social Media Lab
- Public relations for legal
  - Identify relevant platforms, communities, and channels
  - Develop strategies to efficiently distribute content
  - Evaluate strategy based on objective measures
- Ideate and develop the LLI's public relations strategy
- Implement the LLI's public relations strategy

### Your profile

Essential skills/experience:

- Interested in legal marketing within the legal industry
- Self-motivated and able to work independently
- Fluent English
- Excellent writing and communication skills
- Good time management and ability to work to deadlines

- Excellent MS Office 365 skills
- Confidence in taking decisions and making recommendations
- Good understanding of or willingness to learn about social media: LinkedIn, Twitter, Instagram, TikTok etc.
- Creativity and out-of-the-box thinking

Desirable skills/experience:

- Experience working with MS Teams
- German language skills

### **Timetable**

We are accepting applications for a start date of 1<sup>st</sup> September 2021.

Early applications are encouraged.

### **Remuneration & time commitment**

- €450 per month (German “Mini-Job”)
- Part-time role of 9 hours per week, including attending twice-weekly operations calls on Tuesdays and Thursdays at 12:30 German time

### **Location**

- [Remote \(e.g., work from home\)](#)

### **How to apply**

Please submit your CV and cover letter to [administration@liquid-legal-institute.org](mailto:administration@liquid-legal-institute.org). Please include in your cover letter a review of why you are applying, why you are suitable for the role and what your availability is.