



Our goal is to help you achieve your goals



Wisnik Core Competencies

www.wisnik.com

Core Competency Communication Skills

Assistant

- Writes clear, direct messages; proofreads and edits for accuracy; responds promptly; positive attitude.
- Communicates effectively with lawyers, staff and clients; listens actively.
- Drafts basic digital content and social-media posts; assists with internal newsletters and event invitations.

Coordinator

- Edits and standardizes marketing content; ensures consistent style.
- Builds relationships across practice groups; provides persuasive facts and suggestions.
- Drafts digital communications (emails, newsletters, blogs) across platforms and aligns them with brand voice.
- Coordinates social-media calendars and creates basic graphics; reports on engagement.

Specialist / Analyst

- Oversees writing processes; presents complex ideas.
- Creates and repurposes content including newsletters, thought-leadership pieces, infographics, podcasts and videos for digital channels.
- Manages firm social media accounts; drafts posts and supports attorney personal branding.
- Drafts and executes digital marketing communications, email campaigns and reports on metrics.

Manager

- Communicates vision and direction to partners; presents complex ideas.
- Develops and executes digital communication strategies; oversees social-media, website content, email marketing and analytics.
- Provides training and growth opportunities to team members.
- Coaches attorneys on thought-leadership and client communications.

CMO/Director

- Communicates firmwide vision; sets the tone for marketing communications.
- Provides leadership on brand positioning and unified messaging across channels.
- Coaches partners on content sharing; approves key external communications.

Core Competency Problem-Solving Skills

Assistant	Coordinator	Specialist/Analyst	Manager	CMO/Director
• Applies common sense to carry out instructions; asks questions when needed. • Organizes information and suggests improvements. • Shows willingness to learn and adopt new technologies; identifies process improvements.	• Assesses information and anticipates issues; offers solutions. • Conducts market research and competitive analysis. • Evaluates campaign metrics and recommends improvements. • Tracks results from pitches, proposals and events; supports ROI measurement.	• Strategic thinker; analyzes problems; identifies trends and relationships. • Applies analytics to measure digital marketing effectiveness and adjusts tactics accordingly. • Utilizes AI tools to enhance client communications.	• Makes informed decisions; analyzes complex situations; sets priorities and manages budgets. • Evaluates marketing programs to determine best practices and return on investment. • Uses data analytics and market intelligence to inform strategies. • Provides strategic recommendations to partners; anticipates market opportunities; identifies cross-selling opportunities.	• Offers strategic guidance; anticipates issues; demonstrates strong business and legal acumen. • Utilizes market intelligence and analytics to identify growth opportunities; leads adoption of AI for Marketing/BD. • Leads strategic planning with practice-group and firm leaders.

Core Competency Technology/Research Skills

Assistant	Coordinator	Specialist/Analyst	Manager	CMO/Director
• Proficient with Microsoft Office; performs basic online research. • Familiar with marketing technology platforms (CRM, CMS, email marketing, social media, and AI tools). • Creates simple digital content and graphics. • Collects and reports basic digital metrics such as email open rates, social media engagement and website traffic.	• Proficient with Microsoft Office and AI tools. • Administers and optimizes marketing technology platforms and ensures data accuracy. • Uses CRM and experience databases to capture client and attorney information; integrates these systems with business-development efforts. • Maintains digital content and assets across the website, social media and email; manages attorney bios.	• Advanced research skills; uses legal, business and AI research tools. • Manages digital marketing platforms (website CMS, CRM, marketing automation tools, email and social media). • Manages digital campaigns; reports analytics.	• Strong technology understanding; maximizes marketing technologies and anticipates future needs. • Leads digital transformation initiatives; oversees website redesigns, CRM, AI adoption, and analytics integration. • Manages vendor relationships.	• Recognizes technology's strategic role in marketing; forward-thinking about future innovations. • Champions digital innovation and process improvement. • Envisions marketing technology strategy; ensures the firm has the right tools and leverages AI.

Core Competency Project Management Skills

Assistant

- Organizes and prioritizes tasks; meets deadlines and pays attention to detail.
- Takes initiative and follows through.
- Assists with event coordination and other projects.

Coordinator

- Demonstrates strong project management skills.
- Aligns work with firm priorities and tracks return on investment.
- Coordinates business development and marketing projects (pitches, proposals, events) using project-planning tools; collaborates across teams.

Specialist/Analyst

- Proven project management skills; plans, implements and evaluates projects.
- Supports marketing/BD/communications campaigns, projects and events.

Manager

- Excellent project management capabilities.
- Develops, tracks and manages budgets; prioritizes resources and delegates accordingly.
- Oversees marketing and business development operations.
- Manages vendor relationships and external agencies; negotiates contracts; ensures deliverables meet strategy and budget.

CMO/Director

- Builds and develops high-performing teams across marketing, business development, communications and operations.
- Drives process improvement and operational excellence; introduces best practices.
- Manages relationships with firm leadership; ensures alignment with strategy; mentors leaders on marketing/BD initiatives.
- Oversees budgets; ensures cost-effective strategies and resource allocation.

Core Competency Client Service Aptitude

Assistant

- Provides responsive service to internal clients; builds trust and is a team player.
- Supports client communications such as emails, posts and event invitations.
- Strives to add value.

Coordinator

- Acts as a liaison; understands and anticipates client needs.
- Coordinates client events and webinars and ensures a positive client experience.

Specialist/Analyst

- Uses CRM and analytics to understand client behavior.
- Builds strong relationships across the firm.

Manager

- Maintains strong relationships across the firm.
- Develops targeted initiatives to engage clients; ensures events and campaigns align with strategic goals.
- Engages with practice groups to implement marketing/BD strategies.

CMO/Director

- Provides strategic guidance and builds relationships; ensures the department meets client service objectives.
- Acts as a thought partner to practice group leaders; sets client-centric strategic goals.

Core Competency Business/Legal Industry Knowledge

Assistant	Coordinator	Specialist/Analyst	Manager	CMO/Director
- Understands what law firms do; learns firm practices and key clients. - Understands basic legal and marketing terminology.	- Demonstrates solid understanding of the business environment and market trends affecting law firms. - Understands rankings, monitors industry news and competitor developments.	- Exhibits strong business and legal acumen; understands the firm's practices, clients and challenges and opportunities. - Keeps abreast of marketing trends and emerging platforms. - Conducts competitive analysis to support strategies.	- Has comprehensive business knowledge and deep understanding of firm practices and the competitive landscape. - Communicates market intelligence to partners.	- Possesses a thorough understanding of clients' issues, budgets and fee arrangements; monitors competition; supports cross-selling. - Utilizes business and industry intelligence to inform strategic decisions and identify growth opportunities. - Leads adoption of AI-driven market analysis tools; fosters a forward thinking, data-informed culture.

Core Competency Professionalism & Ethics

Assistant	Coordinator	Specialist/Analyst	Manager	CMO/Director
- Exercises confidentiality and good judgement; exhibits a professional demeanor. - Adapts to hybrid work and collaborates appropriately. - Demonstrates respectful communication. - Adheres to firm guidelines when using AI tools; maintains confidentiality around firm and client data.	- Inspires respect and trust; demonstrates integrity. - Maintains confidentiality and professionalism. - Adapts to changing work environment; collaborates respectfully. - Adheres to firm guidelines when using AI tools; maintains confidentiality around firm and client data.	- Demonstrates strong professional judgement and communicates effectively whether in-person or virtual. - Adheres to firm guidelines when using AI tools; maintains confidentiality around firm and client data.	- Acts as a proactive, results-oriented leader. - Guides the team through new technologies and remote or hybrid work; promotes continuous learning. - Adheres to firm guidelines when using AI tools; maintains confidentiality around firm and client data.	- Models ethical leadership, professionalism and fosters a positive team environment. - Champions firm values. - Supports adherence to appropriate usage of AI tools.