



Our goal is to help you achieve your goals



Wisnik Core Competencies

www.wisnik.com

Core Competency Communication Skills

Assistant

Coordinator

Specialist / Analyst

Manager

CMO/Director

- 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.

- 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.

- 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.

- 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.

- 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
<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> • Understands what law firms do; learns firm practices and key clients. • Understands basic legal and marketing terminology. 	<ul style="list-style-type: none"> • Demonstrates solid understanding of the business environment and market trends affecting law firms. • Understands rankings, monitors industry news and competitor developments. 	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Has comprehensive business knowledge and deep understanding of firm practices and the competitive landscape. • Communicates market intelligence to partners. 	<ul style="list-style-type: none"> • 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.