



Thomas More
SOCIETY

Position Title: Marketing Associate
Reports to: Director of Marketing
Salary Range: \$65,000 - \$70,000 (commensurate with experience)
Location: On-site at the TMS Headquarters, Downtown Chicago

About Thomas More Society

At Thomas More Society (TMS), we are driven by a mission that restores respect in law for life, family, and freedom. As a national public interest law firm based in Chicago, we provide high-quality, pro-bono legal services—from local courtrooms to the United States Supreme Court—defending the values that shape a just society. Our work transforms lives and communities, fueled by the generosity of donors who share our vision. Join us to make a lasting impact in a role where your passion for our mission can help renew our culture.

Thomas More Society provides a generous benefits package for its full-time employees:

- Medical, Dental, Vision – TMS covers 90% of premiums
- Life Insurance
- Flexible Spending Account or Health Savings Account
- Commuter benefits pre-tax (Transit and Parking)
- Short-term / Long-term Disability
- 401(k) with TMS employer match
- 12 paid holidays in addition to employee PTO package
- Annual retreat reimbursement
- Fitness Club membership at our Chicago headquarters

Position Overview

The Marketing Associate is a hands-on storyteller at the heart of Thomas More Society's communications, helping translate courtroom victories into stories that move supporters to action. This is a holistic role in the fullest sense: rather than owning a single channel, the Marketing Associate works across all of them—print, digital, email, direct mail, social media, and live events—and sees projects through from the first spark of an idea to the finished piece. Working closely with the Director of Marketing, the Marketing Associate plays a central part in monthly direct mail and email campaigns, owns TMS's organic social media presence from copywriting and graphic design to publishing and community engagement, helps conceive and carry out TMS events, and supports Development efforts where needed. The ideal candidate is as comfortable designing a social graphic in the morning as writing for a print report or coordinating event logistics in the afternoon, and thrives in a fast-paced, collaborative environment that rewards initiative, creativity, and meticulous attention to detail.

Responsibilities:

- Be adept at varying the voice, style, and other characteristics of messaging based on the writer and intent of the communication.
- Display an understanding of legal principles and current events in the pro-life, religious liberty, and parental rights nonprofit sector.
- Develop concepts and compose clear, concise, original, and error-free copy/content for a range of marketing and communications mediums reflecting the TMS mission/brand.
- Collaborate with Marketing Team and attorneys on content development and delivery across e-mail, digital, and print channels.
- Research and understand target audiences through reviews of existing research, online searches, interviews with subject-matter experts, and in-person meetings, as necessary.
- Work with Marketing Team on large- and small-scale marketing projects (e.g., email campaigns, landing page, annual Impact Report).
- Be an essential part of monthly direct mail and email marketing content creation – developing concepts, drafting copy, coordinating approvals, and shepherding each piece to completion in collaboration with the Director of Marketing.
- Own TMS's organic social media presence across all platforms—planning the content calendar, writing captions and post copy, designing the corresponding graphics, and scheduling and publishing posts in line with TMS brand standards.
- Manage community engagement on TMS social channels, including responding to direct messages, moderating and replying to comments, and routing media, legal-assistance, and other sensitive inquiries to the appropriate TMS staff.
- Coordinate content collaborations with clients, partner organizations, and allied voices, including collaborative posts and shared campaigns.
- Monitor social media performance and trends, reporting on key metrics to inform content strategy.
- Write and optimize blog posts and web content using SEO best practices to increase the visibility and reach of TMS's work.
- Carry campaigns and creative concepts across formats, adapting digital content and graphics into physical media such as print reports, mailers, and event materials.
- Champion impact-focused storytelling by identifying, developing, and telling the stories of clients and communities positively affected by the life-affirming work of TMS across all communications channels.
- Help plan TMS events from concept to completion, including ideating program content and formats, coordinating attendee communications, and writing scripts for presentations and videos.
- Cooperate with clients and attorneys to develop thought leadership content, including opinion pieces and public commentary that ensures TMS's voice remains timely and relevant on critical issues.
- As needed, support the Development team in researching, writing, and editing grant proposals, letters of inquiry, and reports to foundations, translating TMS's case outcomes into compelling impact narratives for institutional funders.

Experience and Skill Requirements:

- Bachelor's degree (or equivalent) in Political Science, Philosophy, English, Marketing, Communications, Journalism, or related discipline.
- One to three years of relevant experience in marketing, communications, nonprofit operations, public advocacy, or a related field preferred; equivalent education and experience will be considered.

- Keen eye for detail and ability to make complex subjects accessible to a wide audience.
- Knowledge or involvement in pro-life organizations a plus.
- Excellent language proficiency and above average communication skills.
- Demonstrated versatile copywriting experience, editing, proofreading, and research skills.
- Technical and computer skills with CMS, web design, and basic formatting a plus.
- Graphic design proficiency with Canva, Adobe Creative Suite, or similar tools; portfolio of social media graphics preferred.
- Hands-on experience managing organizational social media accounts, including native platform tools and scheduling software.
- Grant writing experience a plus.
- Working knowledge of SEO principles for web and blog writing, or a willingness to learn them.
- Creative, versatile thinker able to bridge digital and print, carrying a concept from social graphics and web content through to finished physical pieces.
- Self-starter who works independently, thinks ahead, and anticipates needs before being asked.
- Understanding of marketing and lifecycle email campaigns; experience with event coordination and logistics a plus.

Mission Requirements:

- Supportive of TMS positions on life, family, and freedom.
- Active faith life in accord with Christian teachings.