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## ***Are You My Next Assistant Marketing Director?***

This will probably be the longest, most honest and detailed employment ad you will ever read on Craig's List or anywhere else. We did this so that you don't waste your time coming in for an interview for a job that you know, deep down you are not up to performing. We want to lay it out up front to you the type of person we are looking for and what we expect from you. If you are up for a challenging job that is as demanding as it is rewarding, please continue reading the rest of this ad and if you are up to the challenge we look forward to seeing your resume and cover letter. To those of you who read this entire ad and apply for the position we thank you in advance and look forward to meeting you.

We are an established law firm with a long history in St. Louis, Memphis and Kansas City and look forward to starting up offices in all major metropolitan areas across the US. We are looking for a hardworking, detail oriented, outside the box, creative thinker to be our Assistant Marketing Director.

What is a Assistant Marketing Director?

An Assistant Marketing Director is a member of our firm who is responsible for helping to develop and implement unique forms of marketing into our overall marketing plan. An Assistant Marketing Director is also someone who will work one on one on a daily basis with the President/CEO of the firm and will take thoughts and transmute them into reality in an efficient, cost effective manner. An Assistant Marketing Director is our firm's ambassador to the world. As an Assistant Marketing Director, you will have the ability to communicate and directly influence the thoughts of our clients and potential clients. You will assist them in becoming an informed, educated consumer about their legal issues.

What are some characteristics that an Assistant Marketing Director should have?

Preferably you will speak both English and Spanish, if you don't that is ok but would be

very helpful.

You must be a positive person. If you see the glass as being half full, you are the type of person we are looking for. Our office does not do well with toxic or negative attitudes, whiners, complainers or victims, and you definitely will not fit in if you even think that you may fit into one of the above categories of negative people.

You must be competent and proficient in the use of MS Word, MS Outlook, MS Publisher plus a few others. We prefer people who are not afraid of computers or learning new things that will make their jobs easier. You must love to play on the Internet! The ability to write and communicate with prospects through web content, blogs, Twitter, Facebook, MySpace, newsletters, print ads, etc. is a definite must.

If you lose stuff, are not organized, and get easily distracted, please don't apply. You MUST be able to multi-task. You must be able to think on your feet and make smart decisions. If you can't multi-task or think on your feet, please do not apply, as you will be wasting your time as well as ours.

You must have a thick skin; you cannot be someone who does not take criticism well or cannot work with people. You also cannot be someone who is intimidated by working directly with the owner of the firm.

When you are at work, you need to be someone that will give us 100%. You owe it to yourself and to us to do the best job that you can. If you don't put forth the effort needed to do your job right the first time, we will let you know about it in a constructive manner. If your effort level does not change after it is brought to your attention in a reasonable amount of time, you will no longer be working for our firm.

Additionally, the big dog of the firm can be a royal pain in the ass, but we can't change him, so we have to deal with him as best we can. If you do not think that you are up to the challenge of dealing with him, this is not the job for you.

You also need to be detail oriented and willing to go the extra mile to get the job done right the first time. In our practice getting it done right the first time for our clients is the difference between having your place in the market and completely dominating your market. For 15 years, we have completely dominated our market and we need everyone to work with this goal in mind. If this seems too much to ask of you, don't apply for this job.

If you are lazy, don't show up to work on time, take a ton of coffee, cigarette, or other breaks during the work day, this job is not for you. If you love to surf the internet (for personal reasons), IM or chat on the phone this is not the job for you.

If you are one of those people who constantly gets sick on Thursday nights or Sunday nights and cannot come to work on Friday or Monday because you are sick, this really is not the job for you. Don't get us wrong we understand that everyone gets sick, but we

also know there are people out there who get sick when it is convenient for them, like when they want a long weekend. If this is you, please do not apply for this position, because if we hired you it would not be fair to the rest of the staff and your employment with us would end very quickly.

You must be a team player. You will be working with other members of our staff and both you and our other staff members are accountable to each other. If you can't get along with one another and work together to get the job done right the first time, this is not the job for you. We are strong believers in the team approach and our office is a team environment, so if you are not a team player, this is not the job for you. If you think you can fake being a team player, you can't so don't try.

You need to be able to talk to people in a manner that is polite, educated, and puts them at ease. You cannot talk down to anyone that you deal with in our office. You should not be a person who gets angry quickly or blows their stack if someone says something you don't like. You need to have compassion when communicating with our target market.

Most importantly you need to really learn what is important to them. As the ambassador to the world for our firm, you will be the first person our clients indirectly communicate with and the information you put out there will directly influence their decision whether or not to take the next step and hire our firm.

You **MUST** be able to handle working with several different databases of information. If you aren't 100% confident managing data and people, you are not the right person for this job. At times, you will also need to know how to figure things out on your own and be able to creatively problem solve and come up with solutions. Additionally, if you are above making a pot of coffee or helping out in another area of the office, this is not the job for you.

This is a full-time position and the hours will generally be 7:30 a.m. – 4:30 p.m. Monday - Friday, with the exception of 1 hour for lunch, a morning break for 10 minutes and an afternoon break for 10 minutes. With regard to Saturdays, you will not normally have to work Saturday. Obviously, if we are having an emergency we would expect you to help us out, even if the emergency is on a Saturday.

To put it simply, we want you to earn what we are paying you. We don't want to pay you to socialize, surf the internet for personal reasons, e-mail friends and family, or any other non-work related activity while you are in the office. This does not mean that our office is not a fun environment, it just means we know when we have to work and we know when to have fun at the office. If this seems harsh or unfair, then you probably will not fit in.

At this point some of you may be thinking that this office will be the worst place to work in St. Louis. If you are, this is not the job for you. If, on the other hand, you realize that the work environment we have created will help you get your job done efficiently and

allow you to have a life outside of work, you are the type of candidate we would like to meet with to discuss the opportunity we are offering.

If you are hired, you will be part of a wonderful team of people, who work hard to get the job done right the first time and take pride in the work that they do. You will be part of a team that is rewarded for their hard work.

With regard to compensation, it is based upon experience and is subject to review after 180 days. The starting salary for an Assistant Marketing Director is \$10.00 - \$12.00 per hour. We pay the members of our firm on a weekly basis. We will also pay for your Metrolink pass to get to and from the office or for a portion of your monthly parking dues. We offer a very unique, aggressive bonus plan that gives you control over what you can earn working for our firm. If we succeed you will too!

Is this going to be an easy job? No. It might be the biggest challenge of your life. But, it is our belief that anything really great is worth working hard for and that our greatest growth comes from our biggest challenges. You will be challenged as an Assistant Marketing Director, but you will have fun and you will enjoy helping us grow.

If you have gotten this far, you are truly an exceptional person, as most people will have stopped reading this ad a long time ago. If you have gotten this far and are thinking about applying, it means that you are a hard worker, ready for a challenge and want to be part of a team where your hard work and efforts are recognized, appreciated and rewarded.

#### HOW TO APPLY:

To apply for the Assistant Marketing Director position at our firm, do not use the reply option on this Craigslist Ad. E-mail your resume to [questions@castlelaw.net](mailto:questions@castlelaw.net) and in the subject line, make sure your reference is "I am your next Assistant Marketing Director"

In the e-mail that you send to us, answer the following questions: What does it take to be an Assistant Marketing Director? That is the most important question that needs to be answered and part of that answer will come directly from you. What do you think it takes to be an Assistant Marketing Director?

In your cover letter that will accompany your resume, let us know what you think it takes to be an Assistant Marketing Director at our firm. You should be very detailed in your description of what it takes to be an Assistant Marketing Director, but don't go over two paragraphs. You should also tell us in about 1 to 2 paragraphs what you are looking for in a job and why you think you would be a good fit. In the last paragraph or two of your cover letter tell us what you liked about our Craigslist Ad and what you did not like about our Craigslist Ad. You can be honest, we will not hold it against you.

Thank you for taking the time to read this entire ad. If you decide to apply, we look

forward to meeting you.