

Job Description

Job Title: Marketing Executive
Team: Business Development
Reports to: Marketing and BD Manager
Date: March 2024



Purpose of the job

To support the firm's business objectives by developing and implementing strategic marketing initiatives that drive client acquisition and retention, enhance brand visibility, and contribute to the firm's growth and success in the legal marketplace..

Main Activities:

- Supporting the implementation of marketing and business development plans by coordinating activities and resources across teams;
- Help enhance and support the firm's brand identity promoting our expertise, values and unique selling points to our target audiences;
- Collaborate with the wider Marketing and BD team to drive growth initiatives and deliver results;
- Be a champion of data management within our CRM (and other marketing tools) to effectively target, engage and convert clients whilst ensuring compliance with data privacy regulations and maximising marketing ROI.
- Assist in the development, monitoring and reporting of marketing comms, collateral, digital content, and promotional materials in alignment with organisational objectives;
- Support our events team in planning, promoting and executing a range of engaging events;
- Analyse market trends, consumer insights, client preferences and competitor activities to inform strategic decision-making; and
- Report on set KPIs to continuously improve.

Knowledge / Skills / Experience:

- **Educational background:** Bachelor's degree in marketing, business administration, communications, or related field.
- **Marketing fundamentals:** Understanding of market research, consumer behaviour, branding, advertising, and digital marketing strategies.
- **Technology:**
 - Proficiency in MS Office/Teams platforms.
 - Familiarity with marketing automation, CRM, CMS, and analytics tools.
 - Knowledge of design software (e.g., Adobe Photoshop, Canva) and project management tools (e.g., Asana) for creating visual assets and managing marketing projects desirable.
- **Data analysis skills:** Analysing data, interpreting marketing metrics, and making data-driven decisions. Using tools like Google Analytics, Excel, and data visualisation software is beneficial.
- **Digital marketing expertise:** Familiarity with SEO, social media marketing/channels, email marketing, content marketing, and paid advertising platforms.
- **Strong writing skills:** Essential for creating compelling marketing content across various platforms and audiences. Articulate with excellent grammatical abilities.

- **Creativity:** Ability to think differently and develop innovative solutions to marketing challenges.
- **Communication and interpersonal skills:** Necessary for effective collaboration, idea presentation, and relationship building. Team contributor and good team player. Calm under pressure.
- **Project management abilities:** Capability to manage multiple projects, prioritise tasks, and coordinate marketing campaigns from conception to execution.
- **Adaptability and continuous learning:** Willingness to learn new skills and technologies and stay updated with industry trends and best practices.
- **Ethical and professional conduct:** Commitment to ethical behaviour and maintaining standards (attention to detail), including respecting client confidentiality, adhering to industry regulations, and upholding the firm's reputation and brand values.



Trust



Teamwork



Responsibility



Care

Our Values & Behaviours

Trust

We trust each other to do the right thing

- Respect and treat each other fairly
- Be honest, open and transparent
- Be yourself and empower others to do what they do well
- Value and recognise each other

Teamwork

We are one team and work selflessly for each other

- Be aware of your impact on others
- Be clear about what you expect from others
- Plan, organise and prioritise your time
- Coach others to be their best
- Support and delegate to others
- Work hard for the collective, not for individual gain

Responsibility

We are self-starters and take responsibility for how we work together and communicate

- Be positive and enthusiastic
- Communicate – listen, ask questions and share knowledge
- Embrace feedback
- Challenge ourselves and others to deliver success
- Have great conversations, including the difficult ones

Care

We care about our people, clients and community

- Help and look out for each other
- Understand, support and learn from each other
- Be proactive and make a difference
- Be kind to yourself and others

Additional notes or information:

The duties and responsibilities in this job description are not exhaustive.