

Job description

Job Title: Marketing and Business Development Manager

Team: Business Development

Reports to: Director of Business Development

Date: December 2017

Purpose of Job:

To help legal teams develop business, build relationships with existing and potential clients and also manage the firm's market profile to win new, profitable business.

Specifically this will include managing PR, emarketing, events communications, social media and website to continually portray and build our brand, culture and capabilities.

Lead the planning and delivery of special projects which help develop new business and drive growth/innovation.

Main Activities:

- Create and execute targeted marketing campaigns designed to raise our profile and win new business in specific areas.
- Manage the production of client communications from concept through to distribution.
- Learn from all results/analytics to improve communications and engagement.
- Manage the central PR team and relationships with the media. Proactively seek out the most appropriate press coverage.
- Identify PR stories, write press releases, and work with our PR agency to send to the media. All PR to be loaded to our website and promoted via social media through the appropriate channels.
- Analyse PR success via tracking and analysis tools. Constantly look to improve exposure through multi-media coverage.
- Manage our social media channels, content and training to maximise engagement and improve reach.
- Work with the events team on the delivery of a range of events which enhance the firm's reputation and standing.
- Provide insightful research on companies and industries.
- Manage, maintain and review the firm website to ensure it constantly reflects our brand, key messages and latest updates.
- Work with our legal teams to develop team/sector strategy and develop key client relationships.
- Identify and organise networking and profile raising opportunities for the lawyers with clients and prospects.
- Identify training needs for the lawyers on skills such as pitching and sales.
- Support the BD Director and Copywriter on tenders/proposals and pitches. Help prepare pitch documents, manage rehearsals for new business pitches and perform pitch debriefs.
- Continuously seek to improve our brand and develop personal effectiveness.
- Being a strong team worker who is comfortable working with people at all levels of a professional organisation.

Knowledge / Skills / Experience:

- Degree level education, ideally in a relevant subject (business, marketing or public relations). Knowledge of marketing / BD processes for professional services desirable.
- A sound understanding of new business processes, CRM and the emerging technologies that will help us win and retain legal work.
- Broad-based business experience, including external affairs, marketing and communications.
- A good understanding of the business environment within the North East.
- A strong personal network within the North East.
- Personal gravitas, combined with excellent communication skills.
- A track record of representing an organisation, including working with the media and public speaking.
- Ability to work cross-functionally across the business for different teams.
- Excellent writing skills, communication and project management skills. You will be expected to have strong probing, consultative listening skills coupled with the ability to negotiate and persuade legal and client personnel.
- Excellent brand understand and interpretation.
- Copy/bid/proposal writing desirable.
- Planning, organisation and time management skills.
- Able to influence people at all levels and receive and assimilate critical feedback.
- Able to multi-task in a fast paced environment while functioning as a member of a highly collaborative team.
- Solid understanding of digital communications and media channels essential.
- High level of literacy in IT and marketing systems - Excel, Word and Outlook is essential; experience of CRM and design software would be beneficial.
- Ability to work under pressure.
- Deadline-Oriented, Process Improvement, Coordination, Strategic Planning, Market Knowledge.
- a valid UK driving licence is desirable.

Behaviours:

- Uphold Muckle values and act in accordance with the firm's Equality, Diversity and Inclusion policy.
- Contribute to a safe working environment by being aware of, and adhering to, the health and safety requirement in accordance with the firm's health and safety policies.
- Professionally presented.
- Build trust, credibility and confidence.
- Collaborate well with others to meet objectives and are open to suggestions that allow you to produce superior work.
- Commercially focussed.
- Strict attention to detail.
- Drive for results and achievement.
- Ability to learn quickly, conduct research, assimilate information and turn thoughts into written word.
- Excellent time management abilities; able to prioritize time and resources efficiently, and prepare for and welcome the unexpected.
- Works well under pressure and with tight deadlines.

Additional notes or information:

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