

Content Manager

The role

The primary purpose of the role is to provide high quality, creative copywriting across all of Muckle's offline and online marketing communications, of which there are many. The role holds responsibility for developing a consistent tone of voice for the firm and tailoring it differently, depending upon where it is being applied.

As the firm's sole professional copywriter, you will provide high quality, creative copy that is consistently produced and adapted. Continually seeking out creative ways to engage clients and other stakeholders. Your responsibilities will include providing copy (and supporting others writing marketing communications) for all brand development and work winning communications for Muckle LLP. This will involve media such as, but not limited to, the website, social media, advertisements, eMarketing, brochures and literature, mailings, events and podcasts. The role will also involve supporting our BID manager on tender and proposal submissions; together with legal directory and awards; co-ordinating copy from across the firm, to tight deadlines, to produce work winning submissions.

The role will also involve writing and co-ordinating all PR: driving business growth and creating a positive and engaging image for our brand amongst both clients and corporate partners. Working with our PR agency, key clients and the wider team delivering creative PR campaigns, ensuring target audiences are reached and key messages are delivered - including initial research, creating media assets, writing content, liaising with journalists and key client PR managers and post campaign evaluation.

We look for people who are proactive and self-starters, with strong technical ability, excellent people skills and good commercial awareness. We place emphasis on being a strong team player.

Our team

Our highly respected Business Development Team plays an integral role in the future growth of our successful business. Our team gets involved in a wide range of business development and marketing activities and we are responsible for helping to strategically position and develop the Muckle brand.

At Muckle LLP, we encourage innovative and creative thinking, demand high standards and value ideas from our people. If you are an experienced content/copywriter/PR manager with the motivation and talent to join our busy Business Development Team, we would like to hear from you.

What we're like

Muckle LLP is a leading, full-service commercial law firm. We frequently advise both UK and international clients on their UK business activities.

We are based in one location in Newcastle upon Tyne, with 150 people including 33 partners and 66 lawyers/paralegals.

We are dedicated to providing our clients with the best advice and service that we possibly can. Our service is always professional, responsive and tailored to meet client needs, and it's guided by four core values:

- **trust** – you can trust us to do the right thing
- **teamwork** – we work as a cohesive team providing services that help deliver client objectives
- **responsibility** – we are self-starters and challenge ourselves to deliver success
- **care** – we value kindness and genuinely care about our clients, people and local communities

It means our client's get the same excellent service from people who do what they say, on time and on budget, every time. That's the Muckle way.

We believe it's important to support our local communities. Giving back is not only the right thing to do, it helps to create a thriving workplace culture, which helps us provide positive experiences for clients:

- **giving** – we donate 1% of our annual profits to our charitable fund and have given over £500,000 in grants to local causes since we started the scheme
- **volunteering** – over 40% of us choose to volunteer for causes we care about through pro bono legal advice, our two days' annual volunteering leave or our own personal time
- **thinking green** – continuously reducing our impact on the environment has helped us maintain our ISO14001:2015 certification

Please review our latest [CSR Review 2020](#) for more information on this activity.

Our proven track record has been recognised both locally and nationally:

- Legal 500 UK and Chambers & Partners (national independent legal directories) both currently rank us as a **top tier** corporate and commercial team
- We have been voted **Corporate Law Firm of the Year** for an unprecedented eight times between 2007 and 2019 at the Insider North East Dealmakers Awards and Experian MarketIQ consistently rank us as one of the leading dealmakers in the region
- We retained our **Investors In People (IIP) Gold** accreditation in 2019, and compared with law firms of a similar size we were ranked 3rd globally across 75 countries covered by IIP and hold **Better Health at work GOLD**
- We are ranked **6th Best Place to work in the North East** (The Journal 2019)

COVID-19

Prior to the COVID-19 emergency, our 150 strong team operated from a single site office in Newcastle upon Tyne – a city we have operated from for over 100 years. However, since March 2020 our people have been working remotely from home.

Historically, we had invested significantly to promote agile working with our people having the ability to work from home, which they did already on a regular basis long before the COVID-19 lockdown. This allowed us to move all of our operation seamlessly to home working without disrupting our service delivery. We continue to operate to the same excellent levels of service that existed pre-lockdown, providing legal services to a wide range of organisations throughout the UK and beyond.

We want everyone to understand how our business is run and we encourage all of our people to get involved. We are proud of the communities in which we live and work and giving something back (time, experience, support and money) matters to us hugely. This is, therefore, an excellent opportunity for someone looking to work in a friendly, open environment who wants to expand and develop their career in a forward thinking, commercial law firm.

If you are interested in applying for the above role, please email your CV together with an introductory letter outlining your salary and full/part time availability to recruitment@muckle-llp.com.

Job Description

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| Job Title: | Content Manager |
| Team: | Business Development |
| Reports to: | Director of Business Development |
| Date: | February 2021 |



Purpose of Job:

To manage and create, brand appropriate, creative pieces across all of our online and offline communications. This role will involve writing and co-ordinating engaging content across the firm, driving business growth, creating a positive and engaging image for our brand amongst both clients and corporate partners. Responsibility will cover all marketing collateral, advertising, eMarketing content, social media, website, PR, awards submissions and supporting the BID manager with tender and pitch submissions to maximise firm earning capability.

All messaging will aim to expand the firm's coverage in the chosen markets and regions. Pushing the creative boundaries in order to generate fresh content ideas that connect with our target audience in new ways that expand our reach.

The role includes responsibility for identifying and managing a content communications strategy which will feed into external and client communications, event development and brand management.

Main Activities:

- Write, manage, proof-read, and edit brand-appropriate, creative pieces in a variety of mediums/audiences; both online and offline. This will involve, but is not limited to PR, website, tenders, proposals, news, brochures, presentations, eNews, and social media.
- Control the content management system, editorial, visual, and video/podcast question/promotional content. Working with our Graphic Designer throughout edit and BDM for effective project management.
- Write, control, and manage the PR process: driving business growth and creating a positive and engaging image for our brand amongst both customers and corporate partners.
- Developing the PR planner with cross-firm content to showcase the breath of services offered and clients we work with, deals and Muckle specific news. Establishing a strong working relationship with client PR teams, the press, and our creative PR agency. Analysis of PR placement and reach to measure success.
- Incorporate feedback, comments and changes from senior copy team and cross functional partners while adhering to timelines and due dates.
- Present ideas, tactics to Director of Business Development and Marketing and internal cross-functional team.
- Support and/or lead team or agency initiatives as assigned.
- Support the BID manager in writing non-legal content and editing legal content for tender and pitch submissions.

- Maintains quality results by using templates; following proposal-writing standards including readability, consistency, and tone; maintaining proposal support databases.
- Review legal directory and award submissions to maximise tier 1 ratings and award success. Work across Teams to identify and maximise opportunities to promote our work.
- Project Manage, co-ordinate and write our annual CSR, Corporate and Real Estate reviews. Work in partnership with the Teams to review previous and future PR, write, review, and edit content working with our Designer to produce printed finished product on time.
- Analyse content performance on an ongoing basis to test and optimise the effectiveness of the marketing content
- Continuously seek to improve our written brand and develop personal effectiveness.
- Being a strong team worker who is comfortable working with people at all levels of professional organisation.

Knowledge / Skills / Experience:

- Excellent copy writing and editing skills with ability to tailor the tone appropriately to suit the purpose of each communication.
- Excellent brand understanding and interpretation.
- Articulate with excellent grammatical abilities.
- Demonstrate success with copy/PR writing with bid/proposal writing desirable.
- Experience partnering with design to craft compelling creative solutions.
- Work in tandem with wider marketing function to ensure campaigns are integrated and support the client eco system.
- Work with key internal and external stakeholders to prepare appropriate media statements and is part of the Crisis Communications team handling contentious and sensitive issues.
- Planning, organization, 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.
- Strong website management skills. SEO / Google Analytics knowledge.
- Demonstrates creativity and use of imagination.
- Solid understanding of digital communications and media channels preferred.
- Proficient in Microsoft Office including a solid knowledge of MS Word and its use as a tool to create aesthetically pleasing documents.
- Ability to work under pressure.
- Deadline-Oriented, Process Improvement, Coordination, Strategic Planning, Market Knowledge.
- Knowledge of Adobe InDesign a plus.



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.



the **muckle** way

the **why**?

Which way is North?

The Muckle Way is all about setting our compass. Making sure we all know why we need to pull in the same direction and what we need to do to achieve our vision.

OUR VISION

To be the North East law firm of choice for businesses and organisations. To remain independent employing the best people in the market who are leaders in their field.

OUR PURPOSE

To provide the best advice and service we possibly can, profitably.

OUR STRATEGY

Independence – we celebrate our North East roots and are free to choose who we are and how we work.

Geographical reach – the North East is our heartland, but we look after clients across the UK and beyond.

Culture & people – we are one of the North East's best places to work, filled with exceptional people working as one team.

Our community – we care deeply about the North East's communities, businesses, people and environment.

LEADING THE WAY

It's our directors' and partners' responsibility to lead the way. They will:

Set direction – clearly outlining what we want to achieve as a business.

Drive focus – making clear and timely decisions on things that matter.

Live our values – lead by example, practically demonstrating our values and behaviours.

Build trust – support a working environment that nurtures trust and belonging.

Recognise success – recognise that success is defined not only by 'what' we do, but 'how' we do it.

how we work

our values & behaviours



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what we deliver our service

WE ARE REAL PEOPLE

TEAMWORK is important to us, but the success of our team is dependent upon the individuals within it. Whilst our service should be delivered consistently, we encourage our people to develop and use their individual style to build TRUST.

- › Use plain English
- › Avoid using jargon or exclusive language
- › Reflect our standards and house style
- › Make things happen, don't sit back

WHO BUILD STRONG RELATIONSHIPS

We are commercial, practical and adapt to the collective needs of our clients, our communities and our people. We take RESPONSIBILITY for having great conversations that build strong, lasting and profitable relationships.

- › Think commercially and look for opportunities that will enable us to drive profit and growth
- › Proactively make new connections and get to know existing contacts better
- › Cross-sell and spot opportunities for clients and colleagues

WE DO WHAT WE SAY

We clearly outline what we're going to do right from the start of a piece of work. If the unexpected happens, we're upfront and explain how the changes affect our work as soon as we can. It's all about taking RESPONSIBILITY for keeping our promises.

- › Understand, agree and meet expectations
- › Identify potential problems and risks early
- › Understand our risk management procedures
- › Keep finances in order

ON TIME, IN BUDGET

We outline when people can expect work to be completed and estimate how much it will cost. We also take RESPONSIBILITY for making sure work gets done on time and clients don't pay more than they've agreed.

- › Make profitable decisions
- › Respond to queries quickly
- › Outline how changes affect time and costs
- › Bill clients promptly with no nasty surprises

WITH EXCELLENCE, EVERY TIME

Technical excellence is what's expected of us. From our support teams to our solicitors we want everyone to aspire to the highest level possible. We CARE about quality and always seek to improve.

- › Deliver technical excellence always
- › Develop your own knowledge
- › Comply with SRA rules
- › Always ask 'what could we do better?'



the **difference** we make
our
corporate
responsibility

It may not be part of our service, but being a responsible business is very much part of The Muckle Way.

We engage in our CSR activities because we care deeply about supporting the North East Communities in which our people, their families and their friends live and work - it is simply the right thing to do.

We don't restrict our support to the North East, but it is where we think we can collectively make the biggest difference, and there are lots of ways you can help.

Give money – through our grant giving and match funding facilities

Give time - through your 2 days annual volunteering leave

Give expertise – with free legal advice and professional services

Think green – live and work as environmentally friendly as you can

Promote – share how you support communities to encourage others

Have fun – choose to give back in a way you personally enjoy



Invest

In our people,
our clients and
our communities,
whilst retaining
our independence



Engaged
People

Our
success



Engaged
Clients



Profit and
Growth



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INVESTORS IN PEOPLE | Gold