

Marketing and Business Development Manager (Fixed-term contract to cover maternity leave)

The role

The primary purpose of the role is to assist the marketing and business development director and legal teams to market the firm, and the sectors and services we operate in, building relationships with existing and potential clients and also managing the firm's market profile to retain clients and win new, profitable business.

So, who are we looking for? We want someone who is commercially focussed, with a sound understanding of the business environment within the North East and has a good knowledge of marketing/business development processes, ideally in a professional services environment. The successful candidate will be educated to degree level and have a track record of representing an organisation, including working with the media and public speaking, excellent writing, communication and project management skills and the ability to work cross-functionally across different teams within the business.

Our Team

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

Local advice, national reputation

From our office in Newcastle upon Tyne, we have been providing legal services to businesses in the North East for over 100 years, as well as acting for many regional, national and international clients. With 147 people, including 35 partners and 63 lawyers/paralegals, working together in one open plan office, we are all dedicated to one clear goal: providing clients with the best advice and service we possibly can.

Historically, we had invested significantly to promote agile working, with our people having the ability to work from wherever suited them best, which we all did already long before the COVID-19 lockdown. This flexibility allowed us to move all of our operation seamlessly to home working in March 2020, 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 continue to operate our agile working policy, whilst taking advantage of our excellent, modern office facilities, where these help us to deliver excellent service to each other and to our clients.

Award winning advice

Our proven track record as a law firm and regional business has been recognised both locally and nationally.

- Legal 500 UK and Chambers and Partners (independent legal directories) currently rank us **top tier**, for corporate and commercial, legal advice as well as many other sectors and services.
- We retained our **Investors In People (IIP) Gold** accreditation until 2022, and compared with law firms of a similar size we were ranked 3rd globally across 75 countries covered by IIP
- We were one of just 3 finalists shortlisted for Heart of the Community Award and Innovation Award at the **North East Business Awards 2021**.
- We were also '**CSR Team of the Year**' finalists at the UK Third Sector Business Charity Awards, alongside household names ITV and Aviva. Judges were impressed by our 'well-rounded, clearly laid out corporate responsibility strategy' and said Muckle is 'a great example of a medium sized firm making an impact in the local community'.

- We were awarded the **Better Health at Work Gold Award** in 2020. The award recognised our strategic methods in creating a happy, healthy office environment with popular initiatives such as our workplace walking, cycling, and running clubs. Our annual Healthy Living Week, which involves five days of healthy activities, talks and fitness challenges, was also highlighted in the assessment.
- Experian MarketIQ consistently rank us as the most active dealmaker in the region and we have won Corporate Law Firm of the Year at the Insider North East Dealmakers Awards, 8 times in 12 years.
- We won Property Law Firm of the Year at the Insider North East Property Awards in 2017 and 2019.
- We were voted 6th Best Place to Work in the North East at the Journal's awards in 2019 and have won numerous awards for our community work.

Our people

Our people are the foundation of our business, and everything we do is underpinned by our four core values:

- Trust – we trust each other to do the right thing
- Teamwork – we are one team and work selflessly for each other
- Responsibility – we are self-starters and take responsibility for how we work together and communicate
- Care – we care about our people, clients and community

It means, no matter who you speak to, we provide the same excellent service from people who do what they say, on time and on budget, every time. That's the Muckle way.

We want you

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.

At Muckle LLP, 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

Job Title: Marketing and Business Development Manager

Team: Business Development

Reports to: Director of Business Development

Date: September 2021



Purpose of Job:

To manage the promotion and positioning of our brand/services and products. Helping our legal teams market and develop business to build relationships with existing and potential clients and also help manage the firm's market profile to win new, profitable business.

Specifically this will include managing and co-ordinating the creation and delivery of marketing campaigns, emarketing and events communications, marketing collateral, 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 including supporting with 3rd party relationships and support our content managers with the co-ordination of tenders/proposals.

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.
- Proactively seek out PR stories for creation by our team for maximum 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 and Marketing Director and Content Managers on coordinating and writing work winning 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.



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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Time Central, 32 Gallowgate, Newcastle upon Tyne, NE1 4BF | DX 61011
Tel: 0191 211 7777 | Fax: 0191 211 7788 | muckle-llp.com



Certificate No. EMS 958231

