

**JOB SPECIFICATION**

Role: Marketing Executive

Location: Hatten Wyatt, 51/54 Windmill Street, Gravesend, Kent, DA12 1BD

Hours: Full time; 9am – 5:30pm Monday - Friday

Salary: Dependent upon experience

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| |  | | --- | | **Responsibilities** | | * Maximising opportunities to grow the firm’s revenues from existing and prospective clients * Raising the firm’s profile and position within the local markets in which we are located * Leveraging and coordinating outside influencers * Structured approach to targeting new business generation, profile raising and marketing campaigns * Working closely with the management committee, to develop robust plans * Managing the implementation of the firms plans and budgets, regularly monitoring and reporting on progress * Drafting, reviewing and updating materials and entries in local media and legal supplements * Writing, editing and producing marketing communications including presentations, brochures, newsletters and web copy * Managing events * Planning and managing strategic advertising opportunities * Budget management * Working with fee earners to develop individual objectives and targeting plans and working closely with them to ensure successful pursuit of the plans   **Marketing Campaigns and Profile Raising**   * Creating and implementing integrated campaigns across our sectors to help raise our profile and awareness amongst our key target audience and generate opportunities to meet potential clients. * Working to develop and oversee the implementation of an effective profile raising plan for the Firm, including Awards and Sponsorship opportunities * Assisting fee earners to profile their personal PR plans   **Internal communication and knowledge sharing**   * Working to ensure that there is an efficient framework for internal reporting and transparency of information/communication the Firms activities and successes. | |
| |  | | --- | |  | | **The Candidate**  **Essential:**   * Excellent interpersonal and (internal and external) client-facing skills * Strong influencing and persuasion skills * Able to think broadly and demonstrate a high level of initiative * Highly motivated and enthusiastic self-starter with a can-do attitude * Commercial and strategic in outlook * Pragmatic, robust, diplomatic and resourceful, with the ability to adapt quickly to different situations and personalities * A team player, but able to act autonomously with minimal guidance   **Skills and Experience**  **Essential:**   * Excellent understanding of marketing and business development processes * Strong previous experience of working in a business development /Marketing focused role, preferably in a law firm or other professional services firm * An understanding of the legal market * Strong written and verbal communication skills with an excellent eye for detail * Strong project management skills.   **Desired:**   * Marketing qualification, such as the CIM or equivalent | |

The position is full time, predominantly from Gravesend but will be required to work from the other offices regularly therefore a driving licence and own car is essential.