

**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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| **Job Overview** |
| To support the firm on a wide range of business development and marketing activities to include: Production of relevant and targeted collateral, Advertising, Newsletters, Client feedback mechanisms, PR, Sponsorship, Brand, Design, Events, Probono, Networking and On-line (both internal and external); managing and driving forward firm wide profile building initiatives. |

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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.
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| **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
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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.