

Job Description

Marketing Executive

What does the role involve?

Providing support across all functions within the marketing team including social media, website, events, webinars, database management, directories and branding.

You will provide an outstanding service utilising the available technology and support functions to ensure their best effect and work within Chambers' core values.

Who will I be working with?

You will support the Marketing Director and work as part of the marketing team. You will report to the Marketing Director.

Core duties

Digital marketing

- Maintain website content and posting of blogs.
- Coordinate video and audio content for website.
- Update barrister CVs.
- Maintain our social media channels.
- Monitor Google analytics and social analytics.

Events

- Assist with the organisation of all client facing events – online, in-person and hybrid. Events range from client socials to annual conferences.
- Record and edit webinars or other relevant virtual activities for our digital library.
- Assist with the creation of invitations and promotion of events.
- Preparation of speaker slides, delegate packs and materials for events including management of promotional materials stock levels.
- Assist with attendance evaluation and follow up activities.
- Use the relevant technology to support hybrid, online only and in-person events.

Database

- Update the CRM database to ensure contacts are categorised and up to date.
- Produce segmented mailing lists.
- Manage the sending of client feedback surveys and monthly reports.

Directories

- Assist with collection of submissions from members.
- Assist in proofing and submitting submissions.
- Promotion of results of both directories and awards on website and social media.

Branding

- Along with the rest of the Marketing team, act as brand guardian for Chambers and supply suitable logos and branded materials to members as and when required.

Other

- Build relations with both members and the support team to promote internal communications.
- Monitor media coverage of Chambers and members.
- Contribute ideas to the marketing team to aid in specific campaigns and the general promotion of Chambers as when they arise.
- Observe confidentiality in relation to all matters in Chambers and to comply with Chambers' procedures, all relevant regulations and all relevant sections of the Code of Conduct of the Bar of England and Wales.
- Any other roles or duties as required from time to time.

Client service

Client service is about how you develop and sustain strong relationships with internal and/or external colleagues/clients, and oral and written communication with colleagues, clients and other third parties.

- Comply with all aspects of the Chambers' core value of strong relationships.
- Build and maintain working relationships with colleagues, solicitors, courts, other chambers and stakeholders, providing an excellent level of service to internal and external parties.
- Manage incoming correspondence, emails, telephone calls and filing.
- Take responsibility for alerting the appropriate person regarding any feedback received from a client/colleague.
- Anticipate and consider client/colleague needs.
- Use Plain English in all communications and ensure information is presented in a clear, logical and structured way.
- Consider situations and use the appropriate form of communication, for example emails, letters, telephone, calls or face to face conversations.
- When appropriate, make file notes of meetings or telephone calls.
- Investigate problems to produce a satisfactory solution.
- Make recommendations for continuous improvement of client/colleague experiences and processes.

Business, team and practice knowledge

Business, team and practice knowledge is about your knowledge of the business and your team's practice area and complying with business processes within Chambers.

- Understand and follow the processes involved in your team's area.
- Read Chambers' communications and support new initiatives.
- Work within and adhere to all of Chambers' policies and procedures.
- Comply with Anti Money Laundering.
- Comply with Chambers' records management procedures.
- Adhere to client service.
- Make yourself familiar with and comply in all respects with any new policies.

Team Working

Team working is about actively supporting and helping others.

- Actively help others and seek assistance when required.

- Cover the planned and unplanned absence of colleagues within your team.
- Be aware of others' workloads and priorities in the team.
- Be proactive and think ahead of the needs of others.
- Understand the role and responsibilities of a Marketing Assistant and recognise those of others.
- Be flexible and willing to go the extra mile when necessary to ensure work is completed on time.
- Attend team meetings and actively listen and ask questions for clarity.
- Ensure the appropriate forum is used for discussions.

Planning and Organisation

Planning and organisation is about taking responsibility for organising your workload appropriately in a timely and accurate manner.

- Commence work punctually each day.
- Take responsibility for your work and speak to relevant people about actual and pending workload if problems arise.
- Identify work that can be delegated to others and liaise with your Line Manager accordingly.
- Effectively liaise with other support functions when appropriate.
- Plan and prioritise work.
- When you know you will be out of the office ensure a handover is undertaken for any ongoing items.
- Request work when capacity allows.
- Ensure that things are where they should be, when they should be and in the right order.
- Notify the appropriate person if you are unable to attend a meeting or training and rearrange as necessary.

Personal Development

Personal development is about gaining additional knowledge, skills and experience by taking on new challenges and learning new skills.

- Identify and offer to take on additional responsibilities.
- Work with your team to continuously develop effective ways of working within the business.
- Where relevant and appropriate provide support to develop the skills of others.
- Actively engage in Chambers' initiatives.

IT and typing skills

- Accurately produce documents, letters, memo, attendance notes and emails.
- Proof read all communications to ensure they are appropriately presented and that spelling and grammar have been checked.
- Amend marked up documents.
- Comply with and enforce house style on all client facing communications.
- Be competent in each of the firm's systems.

Other

Any other duties as required.