



Marketing Manager (ref 1620)
£ 60-80,000pa, subject to experience

Our client is a leading set of barristers' chambers renowned for the quality of their barristers and specialist advice and advocacy in Commercial, Employment, Media and Public Law.

Chambers currently seek a legal marketing professional, with a solid understanding of digital marketing and events planning procedures within the legal arena, to take on this new role of Marketing Manager.

All applicants are encouraged to complete an Equality, Diversity & Inclusion questionnaire – [please click here](#)

Overview

This is an exciting new role within Chambers which will suit an experienced marketing professional with a proactive, “can do” attitude, one who is able to work effectively in a small and friendly team. The successful candidate will be intelligent, enthusiastic, and an excellent communicator. They will have a deep understanding of digital marketing and events planning, including within in the professional services sector.

Key relationships:

- Reports to Chambers' Director of Administration and Finance
- Works closely with the Operations and Administration team, Director of Business Development, and the Clerks
- Line management responsibility for a Marketing Assistant

Key responsibilities:

Digital Marketing

- Building the profile of Chambers and its members nationally and internationally
- Building Chambers' online and social media presence including:
 - Managing Chambers' website, ensuring that the website is up-to-date and search engine optimized, and overseeing any redesign work
 - Creating and helping facilitate digital content, including content for LinkedIn, Twitter and Instagram, podcasts, videos, blogs, and similar
 - Managing all aspects of Chambers' digital marketing, including e-marketing, and seasonal 'thank you' videos sent to Chambers' clients
 - Monitoring and reporting on competitors' online presence and digital marketing campaigns, as well as digital marketing produced by Chambers' core clients

Events

- Coordinating speaking opportunities for members of Chambers
- Planning, co-ordinating and delivering all Chambers events, including seminars, webinars, client parties, client hospitality, recruitment events, and staff events
- Planning and co-ordinating Chambers' attendance at client, industry and awards events
- Preparing marketing materials for Chambers events
- Ensuring members and clerks are fully briefed ahead of events or trips
- Capturing, analysing and reporting on event attendance and other feedback
- Maintaining a library of seminar papers and event videos

PR

- Overall responsibility for the management of Chambers' PR, including building Chambers' profile with trade and national press

Directories

- Tracking all awards and directory entries and announcements
- Collating, formatting and proofreading individual submissions
- Arranging interviews for barristers with directory researchers
- Preparing award submissions

Internal communications

- Preparing regular updates to Chambers, communicating news and achievements
- Researching and promoting Chambers' events and other industry events to Chambers

Branding

- Producing marketing literature, advertisements and artwork
- Liaising with external designers, printers and merchandisers

Analysis and reporting

- Maintaining records of business development activities and marketing
- Generating/drafting business development and marketing reports
- Monitoring spend against marketing budget

Client Database

- Cleansing and maintaining client database and ensuring GDPR compliance

General

- Managing Marketing Assistant
- Proactively supporting all marketing within Chambers
- Proactively supporting the wider staff team and Chambers management
- Undertaking such other duties and responsibilities as may be reasonably required

Person Specification

- Professional services marketing experience is essential (including digital marketing and events)
- Desirable:
 - Graduate-level study or equivalent educational attainment
 - Legal marketing experience (ideally in a barristers' Chambers or litigation team)
 - Management experience
 - Professional marketing qualification – ie. CIM qualified or working towards it
- Attributes:
 - Excellent written and verbal communication
 - Enthusiastic, proactive and self-motivated, with a “can do” attitude
 - Collaborative team player able to work effectively in a small team
 - Responsible, organised and reliable, with strong problem-solving skills
 - Calm and flexible working in a busy environment with tight deadlines
 - Excellent attention to detail with sound proofreading and grammatical skills
- Skills:
 - Must be IT literate (Microsoft Office, including PowerPoint)
 - Ideally will be have experience in LinkedIn, Zoom webinars, Google Analytics, and all or some of WordPress and Lex.

Other

- Benefits (following successful completion of probationary period): private health insurance; life assurance; interest free season ticket loan, pension
- Hours: 8.30am-5.30pm (or such time as is required by the role), and earlier/later on an ad hoc basis when Chambers holds breakfast events or evening seminars or drinks parties
- Holiday: 20 days plus bank holidays
- Location: King's Bench Walk. After 3 month probationary period, there will be flexibility to work from home (generally for up to 2 days a week), subject to Chambers events, to be determined by the Director of Administration and Finance

We are committed to equality and to fostering diversity in our profession.

We will treat everyone equally and irrespective of their age, background, disability, gender reassignment, marital or civil partnership status, pregnancy or maternity status, race, religion or belief, sex or sexual orientation.

For all enquiries please contact:

ABC Chambers Solutions LLP on 0203 890 8190 - 38 Chancery Lane, London, WC2A 1EN

To apply for this role please e-mail a comprehensive CV and covering letter to one of the team or contact them directly for a confidential discussion:

Elliott Rogers - elliott@abcllp.com – 0203 890 8190 – 07402424414
Isaac Maynard-Smith - isaac@abcllp.com – 0203 890 8190 – 07432613306

All third-party applications will be forwarded to ABC Chambers Solutions.