

Marketing Executive
JOB DESCRIPTION
c.£40-£45,000.00 (Flexible/hybrid working offered)
subject to experience

Recognised nationally and internationally for its work, 4PB is one of the leading Family Law sets in the country, with 87 full time Barristers who specialise in high-profile, cutting-edge cases in International Private Law, Financial Remedies, Public and Private Law. 4PB is committed to providing a friendly, yet highly professional environment, with strong leadership and management, focused on meeting the challenges at the Bar.

Chambers now seeks to appoint an outstanding individual to the position of Marketing Executive to join its first-class support team. The Marketing Executive will provide marketing, communications and events support to Chambers and its Barrister 'Members'. They will be co-responsible for the running of day-to-day marketing activity, including projects and events that are primarily dictated by the Chambers Marketing Strategy.

THE ROLE

Reporting to Chambers Manager and working closely with the Senior Clerk and Practice Managers, duties will include:

STRATEGIC PLANNING

- Create and Develop plans in conjunction with the Senior Management Team and Heads of Groups;
- Create and lead digital marketing plans. Reviewing and reflecting on digital marketing practices to make suggestions, improve and develop further a digital marketing strategy;
- Monitor marketing and business development activity and use results to inform Chambers' business development process;
- Conduct desk research and contact clients for research purposes to inform marketing and business development activity.

COMMUNICATIONS/BRANDING

- Manage and co-ordinate Chambers' and members' entries in key legal directories;

- Review Legal Industry Awards in the calendar, preparing and submitting Chambers' entries to awards;
- Manage the Chambers' website in order to keep it up to date, working as necessary with third party resources;
- Co-ordinate the development, production and distribution of promotional literature (e.g. newsletters, bulletins, brochures etc.) and merchandise, maintaining stocks as necessary;
- Co-ordinate Chambers' PR activity, e.g., writing and placing news and press releases;
- Develop, manage, and utilise on behalf of Chambers suitable social and digital media channels such as Twitter, LinkedIn, etc.

SEMINARS AND EVENTS

- Coordinating and managing chambers' seminars and client events;
- Assisting the SMT in identifying future Chambers' events, assisting in the organisation of the same;
- Some limited attendance to administer events in the UK;
- Coordinating members' book publishing and launches;
- Managing domestic and international sponsorships;

GENERAL

- Assist in budget management for annual marketing/business development spend;
- Maintain and update the Chambers' events diary, outlining key dates for seminars, events, newsletters etc;
- Assisting analysing data to identify target segments and to feed into the Chambers' business development planning process;
- Develop and maintain the Chambers' client database working in conjunction with the Practice Managers;
- Undertake such other duties as may be required by the SMT;

The Person

The successful candidate will ideally have a minimum of 4/5 years relevant experience gained in a similar legal or professional services environment. They will be very personable, highly organised, efficient, focussed, and a pro-active multitasker, with excellent communication skills both in writing and in person. Significant experience of digital and social media is essential. A relevant degree or CIM qualification is preferred but is not essential.

The individual should be:

- Be a proven self-starter and be comfortable working alone or joining teams.
- Be able to strategise, plan and deliver ongoing and individual projects and initiatives.
- Be experienced in brand management and understand public relations.
- Be an outstanding communicator and ambassador of the business.

The role is offered with a competitive salary commensurate with the seniority of the position at c.£40k – £45k and flexible/hybrid working will be accommodated.

*4PB 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.*