

Job Description

Job Title:	Senior Marketing Executive
Based at:	Doughty Street Chambers – either London or Manchester offices
Position reports to:	Business Development Director

Job Purpose

To deliver effectively the marketing function of Chambers, working closely with those delivering Business Development and Events in order to provide our barrister stakeholders with a high-impact and strongly client-focused service.

About us

Doughty Street Chambers is a multi-disciplinary set of barristers with a truly national and international reputation for excellence, particularly for work involving issues of human rights and civil liberties. Our team comprises over 150 barristers, many of whom are recognised by the industry directories as leaders in their fields, supported by around 40 staff. We have offices in London, Manchester, Bristol and The Hague, but our barristers work internationally, undertaking cases on behalf of individuals and companies in proceedings before the UK Courts, the European Court of Human Rights, almost all the international tribunals, overseas courts, and arbitration tribunals. As well as litigation work our members train judges, prosecutors and security forces around the world, as well as advising on policy work.

To promote the interesting and varied work our members undertake, we have expanded our Business Development, Marketing, and Events functions. The team comprises a Business Development Director and a Senior BD Executive (currently being recruited), as well as an Events Manager, based in London. The team is partially based in our Manchester office which houses a Regional Business Development Manager and Marketing Assistant. To complete the team we now seek a **Senior Marketing Executive**, to be based in either London or Manchester as best suits the successful candidate, who will manage our digital presence, marketing collateral, client communications, press relations, and co-ordinate our submissions to industry awards and directories.

You will ideally (but not necessarily) be a degree-educated marketer with experience gained from the professional services sector. CIM qualifications would be advantageous. You will be able to achieve quick buy-in from barristers and other senior stakeholders using your exceptional responsiveness and communication skills, and you will be happy working under pressure and tight deadlines. You will be a creative thinker, with a flair for writing marketing communications, and you will take pride in your attention to detail and organisational skills.

Summary of Role:

Reporting to the Business Development Director, the **Senior Marketing Executive** will help our barristers showcase and gain recognition for their expertise, and ensure clients and targets are fully aware of our work and how we may be able to assist. Working closely with those delivering BD and events, you will assist by

developing innovative marketing initiatives and reporting on their effectiveness. Although the role has no direct reports, you will work closely with the Manchester-based Marketing Assistant, to whom tasks can be deputed as necessary.

You will also be responsible for the management of our website, social media and digital channels, as well as collating content for our electronic client communications. You will identify and co-ordinate submissions to industry awards and directories. You will update and produce new marketing collateral, and engage with the press by fielding enquiries and managing press releases and conferences.

Profile Raising & Communications

- Taking primary responsibility for our website and its content, as well as managing the relationship with our web designers; assisting barristers in the drafting of news updates and their website profiles; ensuring a fair and balanced presentation of the casework of all practice teams in line with our news policies. Advising and guiding the Marketing Assistant where required on the processing of website updates.
- Designing a system which ensures we pro-actively identify and market barristers' high-profile cases and other work.
- Overseeing our social media accounts, and advising on appropriate content.
- Engaging with barristers to identify and develop core themes and topics for seminars, white papers, video content, and other thought leadership initiatives, and ensuring that content is delivered through our events, e-newsletter, blogging and other digital outlets.
- Liaising with barristers, clerks and business development team to design and deliver targeted campaigns.
- Development of all marketing collateral and content for client pitch documents, team brochures, and other marketing collateral, as well as regular subsequent review for potential improvements and updates.
- Co-ordinating processes for making submissions to industry awards and legal directories, engaging with barrister team leaders as appropriate, and managing the work of the Marketing Assistant, as well as managing relationships with external agencies tasked to provide assistance.
- Fielding press queries and cultivating relationships with key press contacts.

Client Data

- Ensuring client data and information are accurate at all times through close communication with practice management colleagues, barristers, and others.

Person Specification:

Qualifications	Educated to Degree Level desirable but not essential; CIM qualification advantageous.
Experience	Experience of marketing in a professional services environment is essential; previous experience of a legal services business would be helpful but is not essential.
Skills and Competencies	<ul style="list-style-type: none">• Demonstrable understanding of e-marketing and content marketing techniques, as well as good experience of digital marketing.• Ability to communicate effectively with a range of stakeholders at a senior level.• Ability to multi-task under pressure and meet tight deadlines.• Excellent organisational skills including the ability to manage and prioritise workloads.• Awareness of and commitment to principles of Equality and Diversity.

Remuneration: c.£35,000 - c.£40,000 depending on experience

Working hours: 9:00am – 6:00pm, Monday – Friday (40 hours). These are Doughty Street’s standard working hours, although some flexibility will be required to help deliver evening events, with time credited accordingly. We are also happy to consider applicants who may be interested in working on a part-time or flexible-hours basis.

Application: To apply, please send your CV along with a covering letter highlighting how your skills and experience match our requirements to Maurice MacSweeney at m.macsweeney@doughtystreet.co.uk, by **9am on Tuesday 7th May 2019**. Applications submitted after this time will not be considered. Should you have any queries regarding the role, please contact Maurice on 020 7404 1313.