

**Marketing Manager**

**Salary-Substantial**

**REPORTING TO** Senior Clerking team

**JOB SUMMARY** To support the strategic development and implementation of Chambers marketing, events, communications and online presence.

**KEY RESPONSIBILITIES**

The successful candidate will report into and work closely with the Senior Clerking team to develop and implement a marketing business plan for Chambers both at an operational and strategic level. The role is supported by a Marketing Assistant. You will be responsible for:

**Strategy**

* Developing a strategic marketing plan aligned to and in support of the achievement of Chambers’ broader business strategy both domestically and internationally
* Reporting regularly on the marketing and business development activities of Chambers

 **Seminars**

* Organising individual speaking opportunities for Members of Chambers
* Preparing:
	+ Seminar materials – branded papers, speaker biographies etc
	+ Liaising with external bodies/organisations
* Organising appropriate follow up
* Researching and promoting suitable industry events to Members of Chambers
* Maintaining a library of seminar papers

**Events & Promotion**

* Organising a complete range of events including client parties, hospitality, lunches, dinners and drinks, including venue sourcing, budgeting, invitations and other logistics
* E-Marketing:
	+ Designing and creating content for campaigns
	+ Ensuring processes are in place to enhance and maintain the quality of client data
* Ensuring that systems are in place to identify barristers’ high-profile cases and other work
* Managing all promotional activities associated with Pupillage at 4 Pump Court

**External Recognition**

* Managing the drafting of all directory submissions for individuals and Chambers for:
* Chambers and Partners
* Legal 500
* Chambers Bar Awards
* Fielding queries in relation to other directories and awards and preparing submissions, as required

**Online Presence**

* Ensuring all content is up-to-date on the website, including barrister CV profiles and news items
* Considering ways to enhance content and SEO to drive increased traffic to the website
* Reviewing competitors’ online presence
* Managing and coordinating Chambers’ approach to social media to ensure an appropriate strategy is deployed and adhered to by individuals
* Increasing social media presence on all professional social media platforms

**PERSON SPECIFICATION**

* Educated to degree level; CIM qualification is an advantage.
* Professional services marketing experience is essential. Previous experience of working in a barristers’ chambers is not a requirement but would be advantageous.
* Ability to communicate effectively
* Very strong interpersonal skills.
* Exceptional written skills and high attention to detail
* Excellent organiser
* Enthusiastic and creative

*For all enquiries please contact:*

***ABC Chambers Solutions LLP - 0203 440 5876*** *1 Fetter Lane, London EC4A 1BR.*

*To apply for this role please e-mail a comprehensive CV and cover letter to:*

*recruitment@abcllp.com* *or contact one of the team for a confidential discussion.*

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