

Marketing Executive- Maternity Cover
6-month Fixed Term Contract (with possibility of extension)
£40-45k dependent on experience
Ideal start date: 6th November 2023

Working closely with the Chair of the BDM Committee, Executive Board, Director of Clerking, Members of Chambers and the Clerking Team, this hands-on role is responsible for the creation and implementation of a client focused marketing and communications strategy. They will also continue the development and delivery of Chambers' marketing functions to support and promote chambers and its members.

Key responsibilities:

Event management

- Delivery of large chambers events (i.e., annual Coram Conference, International Women's Day, Pride, summer party, other client entertaining) and seminars that will enhance Coram's brand (with the assistance of Junior Clerk).
- To play a key role in organising the annual Coram Conference, International Women's Day and Pride as may be directed by the Executive Board and/or Business Development Committee. Duties include booking venues; dealing with all logistics including client attendance, planning of and liaising with the speakers, publishing handouts, arranging catering and so on (with the assistance of Junior Clerk).
- To liaise with firms or events on behalf of barristers for the purposes of RSVPs or attendance requests (with the assistance of Junior Clerk).
- Creating promotional marketing of chambers' events for social media channels and our website on Canva or InDesign
- Ensuring the timely production of required materials for barristers such as PowerPoint slides and hand-outs ahead of internal and external events and revising where necessary to impose house-style;

Digital Marketing and Website Management

- Management of content of chambers' website, including blogs, vlogs, podcasts and webinars (with the assistance of Junior clerk)
- Uploading and updating chambers' news, latest reported cases and chambers' comment updates on the website, with responsibility not just for the content but also ensuring both the frequency and the speed with which they are posted. This aspect of the role will require the post holder being able to set deadlines for barristers in respect of written materials.

- Develop and enhance members' profiles on chambers' website, social media and other digital media channels.

CRM database

- Responsible for establishing that our contacts database becomes, and continues to be, up-to-date and for introducing the necessary systems to facilitate this. In large part, this will require the development of required working practices on the part of the clerks when entering new details and being able to ensure compliance (with the assistance of Junior Clerk).
- The role will manage chambers' relationship with LEX so as to ensure that chambers' marketing needs are at all times best served by our systems.

Internal marketing/stakeholder engagement

- Responsible for disseminating an upcoming events schedule to members on a bi-weekly basis (or as and when needed) to boost engagement and participation
- Entering into the relevant members' and staff LEX diaries forthcoming business development events (with the assistance of Junior Clerk).
- Responsible for organising internal "morale boosting" events such as drinks, afternoon teas and wellbeing days

General:

- To attend all Business Development and Marketing committee meetings and take minutes
- To attend Executive Board meetings when required
- To be the primary internal contact point for information, best practice and guidance on marketing materials, content and activity

The successful candidate will:

- Possess a successful record in a similar role within the legal, other professional or similarly fast paced environment.
- Have detailed knowledge and understanding of all aspects of digital and other marketing and communications techniques to produce professional and consistent messaging.

- Be a natural communicator with the ability to influence at all levels – both inside and outside the organisation, including working successfully within and externally to other teams.
- Be highly literate with outstanding communication skills, proven copywriting, editing and proofreading skills.
- Be positive, energetic, and capable of working with and delivering to competing deadlines.
- Experience in working with design platforms such as Canva, Photoshop and InDesign will be an asset.