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| **JOB DESCRIPTION** |
| **Job Title:**  | Marketing Executive  |
| **Department:** | Operations  |
| **Responsible to:**   | Client Engagement Manager |
| **Responsible for:**  | Marketing / Digital Media / Design |
| **Location:**  | 2 North Street, Queens Chambers, Newport, NP20 1TE(Occasionally travelling to 13 Merthyr Road, Whitchurch, when required) |

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| 1. **Role/Job Purpose**
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| * To effectively support the firm’s marketing function and senior members of the marketing team in the delivery of the firm’s strategic and tactical marketing plan.
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| **2. Role Requirements**  |
| **Digital Marketing*** To contribute to the roll out of the firms’ digital marketing strategy including social media management and reporting
* Identify digital PR opportunities via daily online/newsletter/newspaper research and liaise with senior marketing staff/ relevant departmental heads to determine course of action and undertake any relevant steps to publish comments/articles via our own digital platforms in conjunction with senior marketing staff / Practice Director.
* To monitor all digital communications and to ensure the firms’ brand and reputation is protected at all times
* To maintain, update and contribute to the content on the firm’s website and ensure it is kept updated and relevant to the firm’s ongoing strategy
* To manage online reviews and respond to all reviews accordingly
* Execution of paid social media advertising campaigns.

**Design*** To design relevant digital and print marketing collateral for all departments within the firm, ensuring brand consistency is achieved at all times.

**Marketing Literature*** Maintaining marketing literature across the firm including editing and creation of leaflets, brochures and external print ads etc.
* To assist Senior Members of the Marketing Team in the production of service line specific literature
* Keeping records and arranging printing of all firm-wide literature including office materials and advertising materials
* To liaise with suppliers in the production of Harding Evans branded merchandise, ensuring brand consistency at all times.

**Media Relations*** To support senior members of the marketing team in the delivery of the firms’ PR plan, liaising with photographers and making internal arrangements with external agencies and key team members

**Events/Hospitality*** To work alongside senior members of the marketing team to assist in planning and delivering internal and external events including business networking, internal staff events and client events

**Advertising/Sponsorship*** Work with external agencies in the production of relevant advertising which will include professional and information directories
* To support senior members of the marketing department in identifying and making recommendations in respect of advertising opportunities as they arise, in line with the firm’s strategy
* To identify and make recommendations on sponsorship opportunities as above

**Internal Communications*** To set up and manage internal communications such as the internal intranet, monthly internal updates and creation of a quarterly newsletter

**Reporting*** To produce relevant reports on a monthly/quarterly/ad hoc basis as requested by senior members of the Marketing Team, Partners and the Chief Executive

**Planning & Organisation*** To work alongside senior members of the marketing team in the planning and organisation of the various projects across the firm, including meeting with Heads of Department and senior board members

**Other Duties*** Provide administrative support to other members of the marketing team
* Assist with the updating of the marketing and other databases for Direct Mail Campaigns
* Undertake any other reasonable requests from members of the marketing team which aid their role within the Marketing Department.
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| 1. **Person Specification**
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| **Professionally based qualifications, skills and experience****Essential** * A minimum of 3 years’ professional marketing experience
* Highly IT-literate with skills in word, excel and PowerPoint
* Ability to manage social media platforms & website CMS effectively
* Excellent written and verbal communication skills, with attention to detail

**Desirable*** Degree in relevant subject area
* Ability to use InDesign, Illustrator and/or Photoshop

**Personal Skills and qualities****Essential*** Self-motivated team player
* The ability to prioritise and manage own workloads effectively
* The ability to work under pressure and meet deadlines
* Ability to develop relationships, particularly with internal colleagues
* Confident in communicating with senior staff and stakeholders
* The ability and desire to contribute your own ideas to the team and senior staff
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Signed………………………………………………………..…….. Dated: ……………………………………………..