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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** |
| * 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** |
| **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 |

Signed………………………………………………………..…….. Dated: ……………………………………………..