



## **Marketing Coordinator**

An exciting opportunity has arisen for a Marketing Coordinator to join one of the North West's leading law firms.

As a member of an ambitious marketing function, the Marketing Coordinator will contribute to the successful delivery of various acquisition programmes. The role will encompass all areas of marketing with a particular focus on digital marketing. The role also provides the successful candidate with scope and opportunity to progress within the marketing function; you will need an ambitious desire to make a difference.

Reporting responsibility to the Head of Marketing, you will assist in the day to day management of online and offline marketing initiatives. From social media and website management to drafting corporate communications to event coordination; this is a role which offers diversity. We are looking for a digitally-savvy and a creatively thinking candidate.

Working from our Liverpool office, the role will involve travel to other office locations in Moreton, Prenton and Southport.

Working in a dynamic, flexible and fast paced environment, the role will incorporate the following:

### **Marketing General**

- Provide day to day administrative support for the Head of Marketing.
- Maintain marketing databases.
- Monitor marketplace activity including legal sector news and current affairs.
- Assist with market research and customer surveys.
- Research networking opportunities and attend networking events, seminars and corporate hospitality events where required.
- Manage and coordinate the marketing activity schedule.
- Ensure that all marketing related activities are carried out to the highest standard, and in line with brand protocol, within agreed timescales and budget.
- Assist in the planning and coordination of firm events, including trade shows.
- Understand and review competitor analysis.

### **Marketing Communications**

- Coordinate marketing campaigns including advertising, branding, design and events. Assist in the production of content and design for presentations and tenders
- Oversee the production and stock control of all branded marketing goods.
- Manage the creation and delivery of digital media content including research, copywriting, proofreading and publishing (website, blogs, social media, e-shots).
- Assist with copywriting for all marketing collateral.



- Provide analysis on customer feedback and project outcomes for the purpose of marketing material support (e.g., case studies).
- Prepare creative briefs and assist in all aspects of creative input to manage external providers regarding design.

### **Digital Marketing**

- Manage social media related activity.
- Assist in the implementation and delivery of digital campaigns. This will require experience and knowledge of PPC, SEO, video and digital advertising.
- Support and manage project coordination of video production.

### **Requirements**

- Educated to degree level or equivalent marketing qualification.
- Minimum 2 years proven experience in marketing role.
- Experience in B2B and B2C marketing and e-comms.
- Experience within Professional Services marketing is desirable.
- Excellent verbal & written communication skills (presentation, copywriting).
- Technical skills in digital media (including wordpress, social media platforms, mailchimp).
- Ability to effectively work across different types of marketing activity (online & offline) and a good understanding of the modern marketing landscape (especially digital).
- Highly organised and effective project management skills.
- Relationship building skills with a range of stakeholders - including colleagues, suppliers and partner organisations.
- Attention to detail including brand guidelines control.
- Ability to effectively target and craft messages for different audiences.
- Creative thinking and an ability to challenge sector perception.
- Experience of PPC, SEO and email marketing.
- A keen interest in all social media platforms and digital innovation.
- Excellent knowledge of Microsoft Word, Outlook, Excel, Photoshop (or other editing suites) and PowerPoint. Experience of Illustrator is desirable.
- Experience of working to tight deadlines.
- Positive work ethic with a resourceful approach.
- Well organised, with a clear and professional telephone manner.
- Well presented, punctual, confident, and self-motivated.
- Flexible in your working approach with the ability to multi-task and prioritise workloads.

This role offers the opportunity to join an established and progressive law firm. Excellent training and development will be offered and the opportunity to develop a career within the firm.



Please send your CV and covering letter to [sbirchall@kirwans.co.uk](mailto:sbirchall@kirwans.co.uk).