



Head of Marketing

An opportunity has arisen for a self-motivated and enthusiastic Head of Marketing. The role includes supporting the Partnership on all marketing requirements and to lead the firm with forward thinking and diverse marketing strategies.

This role includes strategic planning, public relations, management and development of the online portfolio, including social media, event management, brand management, advertising, marketing communications, product/service development, distribution, sponsorship and research. The work will be challenging, varied and exciting.

Role will include the following duties and requirement of skills detailed:

Marketing Management

- Responsible for developing and leading the marketing strategy across the firm, including sector analysis, the production of cross departmental marketing plans and competitor research;
- Responsible for defining and managing the brand, and sub brands, to effectively position all of the firm's legal service disciplines within the desired marketplace;
- Responsible for marketing compliance and managing all risk approval process; developing and cascading best practice, coaching teams; advisory role in crisis management. Must be knowledgeable of DMA, ICO, ASA/CAP;
- Responsible for the production and supported commentary of marketing management reports;
- Responsible for budget setting and control decisions with the Financial Director and Partners. Responsible for the financial performance of all marketing led initiatives;
- Management of Marketing Assistant(s);
- Management of marketing supplier relationships and third party service delivery;
- Supporting the firm's business development plans, ensuring marketing activity is aligned with overall strategy;
- Conducting market research such as customer questionnaires and focus groups;
- Translating sector line objectives to develop a consistent and cohesive brand portfolio and plans that will facilitate business growth;
- Responsible for management and use of marketing data;
- Responsible for department recruitment and staff development with the Practice Management to develop a marketing team which is competent, commercially astute, dedicated and efficient;
- Responsible for the integration of marketing within the whole firm, to ensure that the department optimises its use of shared services throughout the firm;
- Assist the firm to meet its objectives, live the values and culture and to practice company policies.

Digital Marketing

- Responsible for leading website development and online project management;
- Responsible for online copywriting, including legal services web page content;
- Responsible for the development of search strategy, including SEO and PPC, as a key acquisition channel;
- Responsible for the management of third party digital supplier(s);
- Responsible for the development of social media strategy to improve brand awareness and client acquisition. Experience in social media use in professional services sector is desirable but not essential;
- To undertake the lead advisory role for all online and social media compliance;
- Responsible for online performance management reporting, where knowledge of Google Analytics and AdWords is desirable.

Marketing Communications

- Responsible for the development and delivery of firm wide communication strategies and collateral, within budget and timescales;
- Responsible for leading and managing all outbound and inbound marketing campaigns;
- Responsible for sourcing suitable advertising opportunities in the media;
- Responsible for the copywriting of all marketing collateral including, department brochures, service guides, newsletters, presentations, tenders and advertisements;
- Assist with the continuous development of departmental blog ideas and copywriting;
- Responsible for the production of creative tenders;
- Responsible for the management of third party design and production agencies;
- Taking the advisory lead on presentation skills across the firm. Offer presentation technique guidance across the firm;
- Responsible for event management across the firm, both internal and external, including, corporate hospitality, business networking, seminars, conferences and exhibitions.

Public Relations

- Responsible for PR strategy across the firm; Understanding of how the media works; be well versed in preparing and advising on PR crisis management; be comfortable working with (& dealing with) journalists and editors;
- Responsible for the management and supervision of PR Assistant(s) and/or PR consultant(s);
- Responsible for editorial compliance;
- Responsible for internal engagement of PR representatives and training/support;
- Responsible for leading effective working relationships with key media outlets, including local and national newspapers, trade magazines, radio, television and the firms PR representatives;
- Manage and attend media related events;
- Manage speaking opportunities and awards programs;
- Serve as company spokesperson on occasion;
- Drafting and editing press releases and by-line articles to high standard consistent with company messaging and editorial guidelines;

- Responding to enquiries from reporters;
- Reviewing editorial schedules and managing process to ensure the firm appears in all key features;
- Assisting with organisation of press briefings, media training, photography, and press attendance at company seminars;
- Publicising high-profile media coverage on company website and staff communications;
- Provide counsel to Partners and Head of Departments on messaging and media relations;
- Analyse and evaluate media coverage.

Relationship Management

- Oversee and assist with the development of third party relationships, including referrers, business partners and suppliers.

To be considered for this excellent opportunity, you must have the skills to complete the above tasks and also the following additional skills:

- A minimum of 4 years marketing experience at supervisory and strategic level.
- Excellent IT and administrative skills.
- High levels of attention to detail.
- Ability to act with integrity, honesty, professionalism and adhering to and understanding the importance of confidentiality.
- Motivated, enthusiastic and take a proactive approach to work.
- Ability to create positive working relationships.
- Ability to use own initiative with a `can-do` attitude and positive approach.
- Ability to motivate and empower others to reach their goals.
- Ability to form good relationships with colleagues, customers and suppliers and to work as part of an effective team.
- Excellent communication skills, both oral and written.
- Exceptional interpersonal and communication skills, especially the ability to communicate effectively with a wide range of people.
- Well organised, with a clear and professional manner.
- Well presented, punctual, confident, friendly, helpful 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.