

Marketing and Database Assistant

Job Title: Marketing and Database Assistant

Reporting to: Marketing Manager

Hours of work: 09:00 - 17:30

Salary: Dependant on experience

Location: Leeds, Liverpool or Manchester

Holiday entitlement: 20 days per year rising with years of service

Benefits: Medicash scheme/Pension scheme

Job Description

Exchange Chambers is an award-winning, progressive, full service set of barristers' chambers in Liverpool, Manchester and Leeds with a proven track record in all major areas of law. We are one of the largest and most well-resourced Chambers in England and Wales. This allows us to provide strength in depth and an unparalleled level of service and cover.

With 195 members, including 21 silks, many of our barristers are recognised as leaders in their field. Consistently ranked as a leading national set, we develop strong relationships with our clients to ensure that we understand their requirements and deliver outstanding service. We aspire to excellence in everything we do, complementing technical legal knowledge with commercial advice.

We are seeking to recruit a Marketing and Database Assistant to provide support to the Marketing Manager in all marketing activities and events. This is an ideal role for a graduate with practical marketing experience, interested in pursuing a career in marketing and communications. Although degree level of education would be preferred, it is not essential.

Duties

Digital

- Assist in uploading and editing content on the website including news items, articles and blogs, seminar listings, and other key webpages using WordPress (content management system)
- Update members' CVs and profiles, including PDF CVs in Adobe InDesign
- Assist in the delivery of digital communications via LEX Marketing, including seminar invitations, bulletins and newsletters etc.

- Ensure that all email marketing templates are updated regularly and meet brand guidelines
- Prepare, plan and send marketing communications as agreed by the Marketing Manager and Seminars and Training Manager (drafting copy, template design, and proofreading)
- Assist in the management of Chambers' social media profiles – Twitter and LinkedIn
- Develop new ways to promote the profile of Exchange Chambers via social media presence
- Production of advertisements and artwork for marketing campaigns on ad-hoc basis – pupillage, recruitment etc.
- Assist with SEO and our digital marketing strategy

Print

- Assist in the production of marketing literature, including brochures, flyers and seminar handouts
- Assist in writing and proofreading copy
- Liaise with external suppliers, printers and merchandisers for production
- Update marketing collateral when required

Legal Directories

- Assist in the compilation of legal directory submissions for Chambers and Partners and the Legal 500
- Compile legal directory referee sheets
- Schedule interviews with the directory researchers/editors
- Assist in gathering information and statistics for legal award entries
- Maintain Exchange Chambers' set profiles, both online and print

Database

- Manage, update and regularly clean all marketing lists on the database
- Undertake web and telephone research to validate existing records and contact details
- Produce and maintain user guides on marketing and database procedures which can be used for internal training
- Update and fix invalid email addresses following each digital campaign

- Update marketing and database log following each digital campaign and report on issues when required
- Produce regular reports on marketing groups/success of marketing campaigns
- Ensure that the database is GDPR compliant

Internal Communication

- Collate and produce content for Chambers' internal newsletter
- Update and maintain content for the intranet by liaising with staff and members
- Assist in the communication of marketing announcements/updates via email or LEX Marketing
- Production of internal resources - social media policy etc.

PR

- Assist the Marketing Manager with all PR activity
- Use Twitter and LinkedIn to maximise PR outcomes
- Liaise with external PR consultant to ensure that news items are uploaded to the website in a timely manner
- Ensure press cuttings and PR highlights are included in the internal newsletter

Seminars

- Provide support and attend seminars when required
- Assist with the production of marketing materials and resources for seminars, including PowerPoint presentations, handouts, brochures and flyers
- Ensure that all seminar resources meet brand guidelines

Competitor Research

- Monitor competitor activity and produce regular reports

Other

- Organise corporate photography shoots for the website
- Attend marketing meetings when required
- Support the Seminars and Training Manager and Senior Management when required

Job Specification

Essential Criteria

- Demonstrates an interest in pursuing a career in marketing
- Strong working knowledge of Twitter and LinkedIn
- Confidence in learning new software and systems
- High level of proficiency of Microsoft Office Suite (advanced user of Outlook, Word, Excel and PowerPoint)
- Ability to communicate confidently with barristers, management, clients and suppliers via email, telephone and in person
- Strong written communication and grammatical skills
- High attention to detail and sound proofreading skills
- Strong administrative and organisational skills
- Enthusiastic, pro-active and calm approach to working in a busy, fast-paced environment
- Ability to work unsupervised, prioritise and manage a varied workload/variety of projects
- Ability to work as a team, particularly on projects in conjunction with the seminars team
- Good commercial awareness, knowledge of the legal sector and understanding of how a Barristers' Chambers operates

Desirable Criteria

- Graduate level of study or equivalent educational attainment (graduates with Arts and Humanities degrees will not be disadvantaged)
- Marketing experience, particularly in the legal sector or professional services

- Knowledge/experience of Adobe InDesign
- Creative design skills
- Advanced knowledge/experience of WordPress
- Advanced writing skills/experience of producing copy suitable for print and online

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