

# Marketing Manager

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**Job Title:** Marketing Manager

**Reporting to:** Chief Executive

**Hours of work:** 09:00 - 17:30

**Salary:** Dependant on experience

**Location:** Leeds, Liverpool or Manchester

**Holiday entitlement:** 25 days per year rising with years of service

**Benefits:** Medicash scheme/Pension scheme

## About Us

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. With over 200 members, including 24 silks, 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.

We are seeking to recruit a Marketing Manager who will be responsible for the implementation of Chambers' marketing and communications strategy. This is an ideal role for a marketing professional with 2 years + experience.

## Job Description

### Digital

- Development and maintenance of the website. Management of all content including news items, articles and blogs, seminar listings, and other key webpages using WordPress (content management system)
- Management of members' CVs and profiles, including PDF CVs in Adobe InDesign
- Management and implementation of digital communications via LEX Marketing, including seminar invitations, bulletins and newsletters etc.
- Production of advertisements and artwork for marketing campaigns on an ad-hoc basis – pupillage, recruitment etc.
- Social media management – oversee the role out of campaigns and manage profiles (Twitter and LinkedIn)

- Manage SEO and digital marketing strategy – work closely with external digital partner to implement strategy
- Reporting – produce regular reports on website performance using applications such as Google Analytics and Google Search Console
- Liaise with tech partner, Connect Internet Solutions, regarding technical website and hosting issues.

### Print/ collateral

- Manage the production of marketing literature, including brochures, flyers, seminar handouts, business cards etc. – all designed in-house using Adobe InDesign (industry standard publishing software)
- Development and implementation of corporate brand guidelines
- Manage content for all marketing literature
- Manage the production of all marketing materials and collateral including in-house design and print specifications
- Liaise with external suppliers, printers and merchandisers for production

### Legal Directories

- Management of Chambers' legal directory submissions – Chambers and Partners and The Legal 500
- Management of legal directory online profiles
- Liaise with directory researchers/editors
- Assist in gathering information and statistics for legal award entries
- Maintain Exchange Chambers' set profiles, both online and print
- Write legal directory award submissions as and when necessary

### Database

- Management of the LEX Marketing module – application used for digital communications
- Management of data – development of marketing groups and coordination of 'cleaning' activities
- Reporting on marketing groups/success of marketing campaigns
- Ensuring that the database is GDPR compliant

### Internal Communication

- Oversee the production of monthly internal newsletter
- Marketing announcements/updates via email or LEX Marketing

- Production of internal resources – social media policy etc.

### PR

- Work with Bob Bion, external PR consultant, to oversee all PR activity
- Manage Twitter and LinkedIn to maximise PR outcomes
- Ensure press cuttings and PR highlights are included in the internal newsletter

### Seminars

- Work closely with the Seminars and Training Manager to ensure that all seminars and events are marketed effectively
- Production of marketing materials and resources for seminars, including PowerPoint presentations, handouts, brochures and flyers
- Ensure that all seminar literature and related marketing materials meet brand guidelines

### Survey/ Research

- Production of a range of ad-hoc surveys to aid marketing efforts including pupillage, personal injury, client satisfaction survey
- Reporting/analysis of client surveys

### Other

- Manage Marketing Assistant
- Attend all departmental meetings and committees that may require marketing
- Organise corporate photography shoots for the website
- Support senior management as and when required

## Job Specification

### Essential Criteria

- Marketing professional with at least two years + experience
- Strategic thinker and ability to lead strategic implementation

- 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
- Excellent time management skills and ability to prioritise a busy and ever-changing workload.
- Ability to work well in 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
- High level of proficiency of Microsoft Office Suite (advanced user of Outlook, Word, Excel and PowerPoint)

### Desirable Criteria

- Graduate level of study or equivalent educational attainment (graduates with Arts and Humanities degrees will not be disadvantaged)
- Experience of working in a similar legal professional services role
- Experience of managing a Marketing Assistant
- Knowledge/experience of Adobe Creative Suite (inDesign, Illustrator and Photoshop)
- Advanced knowledge/experience of WordPress
- CIM qualified, or working towards qualification

*To apply, please send your CV and a covering letter to Claire Salvatore - [salvatore@exchangechambers.co.uk](mailto:salvatore@exchangechambers.co.uk)*