

Marketing Manager – 12 months maternity cover

1GC is one of the most prominent sets of barristers' chambers in the country specialising in all aspects of family law. Its busy team of 21 staff supports 100 barristers of whom 13 are King's Counsel. Chambers is based in Holborn in a state of the art building set over six floors of conference rooms and shared offices.

The Marketing Manager is responsible for providing marketing, communications and events support to Chambers and its Barristers. They will be co-responsible for the running of day-to-day marketing activity, including varied projects and events.

The successful candidate will work alongside the Chambers Director, Senior Clerk, wider Clerks team and Barristers. This role takes the lead in all Chambers' marketing activities, ensuring all internal and external activities and communications are of a high quality and adequately reflect Chambers' brand and core values across multiple channels and platforms.

This is an excellent opportunity to gain experience across the full marketing mix. The successful candidate will be a diligent worker with relevant experience, who has keen attention to detail and a willingness to learn.

Reporting to: Chambers Director

Place of work: Chambers, 10 Lincolns Inn Fields, London, WC2A 3BP

Hours: 40 per week

Remote working: Chambers is open Monday to Friday from 8:30am to 6:30pm. Although most of our team have adopted a hybrid working arrangement, we are predominantly office based. We aim to be as flexible as we can, taking into account the role and the needs of the business. This role can be a mix of office and home working following an initial settling in period but it does require flexibility around working times including being available to work outside usual office hours (mornings and evenings).

Salary: Up to £50,000, depending upon experience

Benefits: 25 days holiday, pension, death in service

Responsibilities:

Brand Management

- Adhering to brand guidelines and ensuring consistency across all material produced within Chambers.

Digital

- Plan, develop and execute all aspects of Chambers' social media strategy across agreed platforms (including, but not limited to, LinkedIn and Twitter).
- Generate information for the website – news stories, published cases and profile updates etc.
- Managing the website, ensuring all website content is accurate and up-to-date and that the website is fully functional.

Events

- Organising all Chambers events including seminars, conferences, parties, socials and pupillage related events. Liaise with external bodies/organisations regarding venue sourcing, and other logistics.
- Co-ordinating or running the events on the day, whether in Chambers or at an external venue.
- Planning, developing and supporting the speaking opportunities for barristers and senior staff/clerks.

Directories

- Project managing the Legal Directories process. This includes managing the directories timeline, liaising with barristers and scheduling appropriate email reminders, updating and proof-reading barrister profiles and organising the final submission.
- Collating and sharing the outcomes of the research cycle.

Other

- Supporting legal awards submissions for individuals and Chambers.
- Managing the marketing budget, tracking all spend and ensuring all activities reflect business priorities and are within budget.
- Tracking and reporting on the outcome of marketing activities.
- Co-ordinating the development, production and distribution of promotional literature (e.g. newsletters, bulletins, brochures etc.) and merchandise, maintaining stocks as necessary.
- Monitoring industry developments and media coverage of Chambers and individual barristers.
- Ad-hoc marketing tasks and general administration.

Personal Specification & Competencies Required:

Essential:

- Strong understanding of digital marketing tools and platforms including customer relationship management systems, email marketing software, and social media to include Twitter and LinkedIn.
- Excellent written and verbal communication skills, with the ability to create engaging written content tailored to an academic audience.
- Project management skills with the ability to multitask and prioritise tasks effectively to meet deadlines.
- Strong interpersonal skills, including patience, discretion and diplomacy, with the ability to build relationships and collaborate with both internal and external contacts and stakeholders.
- Ability to work independently.
- High level of attention to detail.
- Flexibility and adaptability to thrive in a fast-paced and progressive environment.
- Good IT skills and the ability to learn how to use new systems (i.e. for website development, social media and design software) quickly.
- Demonstrable commitment to equality, diversity and inclusion.

Desirable:

- Proficiency in Adobe InDesign
- LEX diary management and CRM tools.

Qualifications & Experience:

- Proven experience in marketing or events management, preferably in a business-to-business professional services environment such as legal, consulting, or finance is essential.
- A relevant degree or CIM qualification would be advantageous as would previous chambers experience.