**Job title: Marketing Manager**

**Department:** Business Services

**Location:** London or Manchester

**Reporting to:** Head of Marketing

**Hours:** Full-time

**Contract:** Permanent

**Salary:** Competitive, provided upon request.

**Works with**: Marketing team/ Partners and Lawyers across the firm

**Overall purpose of the role**

* Act as a Business Partner with a key department, owning the strategic marketing planning process, identifying marketing objectives, proposing campaigns and tactics to deliver against them and overseeing their implementation.
* Be an ambassador for the Marketing function within Leigh Day, with partners and fee earners.

**Main duties and responsibilities**

**Marketing Strategy**

* Review market data to identify marketing opportunities.
* Develop and agree a marketing plan and budget with associated tactics, campaigns, and measures.
* To deliver campaigns in conformance with the agreed plan and budgets
* Ensure alignment with departmental and firmwide objectives.
* Report on performance ensuring campaigns are meeting KPIs and make suggestions for improvement.

**Management**

* Line manage one or more individuals.
* Allocate relevant shared resources for work, delegating effectively.
* Together with other members of Marketing Department, contribute to the development of departmental processes to improve marketing effectiveness.
* Manage and develop relationships with internal stakeholders.
* Manage external agencies where appropriate.

**Marketing**

* Be the custodian of all external marketing material to ensure it adheres to the Firm’s brand guidelines in terms of design, style, copy and quality.
* Identify the appropriate medium or channel for each initiative
* Work to understand the target audience and use this information to develop and influence the buyer journey.
* Keep up to date with industry/ legal sector trends.
* Use analytics and data available to improve marketing effectiveness.

**Other Responsibilities**

* To support in the delivery of ad-hoc projects.
* To keep abreast of latest developments and trends in marketing and the legal sector
* To build a good working relationship with other marketing colleagues to create a strong and supportive team dynamic.
* Review digital marketing reports and make suggestions to improve efficiency of campaigns.

**Essential Experience**

* Genuine interest to work with a leading claimant law Firm and passionate about providing access to justice to all.
* 4+ years Marketing Experience
* Analytical and data savvy
* Good knowledge and hands on experience of Paid Social and Paid search advertising tools
* Solid relevant experience in marketing and communications management, within professional services.
* Substantial experience of independently managing marketing projects and activity from conception to execution on tight deadlines.
* Substantial experience in working with and building strong internal relationships with Partners and senior stakeholders.
* Proven ability to communicate accurately, clearly, and concisely, both verbally and in writing.
* Substantial user experience of CRM and E-marketing software systems.
* Substantial experience in generating marketing reports and analysis using excel and other reporting tools.
* Proven experience of managing digital marketing/social media campaigns.
* Intermediate level proficiency in working with MS Office (PowerPoint, Excel, Word, Outlook), HTML & CMS platforms.
* Excellent copywriting abilities

**Desirable Experience**

* Experience of working within a legal firm will be highly advantageous.
* Experience of writing marketing plans and proposals for consideration by the partnership
* Experience managing external agencies.
* An understanding of a broad range of marketing channels