**Job description**

**Job title:** Marketing Executive

**Department:** Business Services

**Location:** Manchester– Hybrid working

**Reporting to:** Marketing Manager

**Hours:** 9:30am – 5:30pm, Monday to Friday. Some flexibility is required from time to time to meet the professional requirements of the role.

**Contract:** Permanent

## Overall purpose of the role

To support and assist in delivering marketing strategies to promote Leigh Day’s services to key client groups.

## Main duties and responsibilities

**Marketing**

Support in the implementation of marketing campaigns and plans including, but not limited to:

* Assisting with design and production of content
* Uploading content and distribution of news feed alerts, newsletters, and direct marketing campaigns.
* Creation of email marketing campaigns
* Create and upload content on Leigh Day’s social media channels as well as day to day management and maintenance of social platforms.
* Participation in review of marketing activity including the production of regular reports and the use of digital and other analytics and measures to suggest improvements.
* Event support including promotion and event management.
* To become fully conversant in the use of the web site content management system.
* To post web articles and news stories
* To assist in developing initiatives to drive web traffic.
* To undertake research as and when required
* Proactively work with others to meet goals and deadlines, ensuring relevant stakeholders are kept up to date.
* Inputs into the development of new ideas and processes for the benefit of the whole marketing team
* Develop an understanding of the firm’s financial model and awareness of competitive landscape.

**Other responsibilities**

* To maintain a flexible approach whilst assisting in implementing the marketing mix.
* Any other tasks that might from time to time be required
* Develop relationships with key internal stakeholders.

**Skills & Experience**

**Essential**

* Genuine interest to work with a leading claimant law Firm and passionate about providing access to justice to all.
* A minimum of 1 year’s marketing experience preferably within professional services.
* Proficient in digital marketing tools, social media platforms, and content creation
* Experience using Email Marketing Systems
* Proven ability to communicate accurately, clearly, and concisely, in writing and verbally.
* Demonstrable experience of working within a busy environment and independently managing projects on tight deadlines.
* Demonstrable experience in building strong working relationships with both senior stakeholders and team members.
* Proven ability in demonstrating patience, resilience and flexibility whilst managing daily tasks and stake holder relationships.
* Intermediate level proficiency in working with MS Office (Powerpoint, Excel, Word, Outlook), HTML & CMS platforms.
* Demonstrable enthusiasm and motivation to grow within a marketing function and gain further marketing knowledge.

**Desirable**

* Experience in graphic software, for example, Photoshop, InDesign, would be desirable.
* Experience using Hubspot
* Educated to Degree Level or equivalent level
* Relevant experience of working in a legal sector within a partnership environment.