# Job description

**Job title:** MarketingExecutive

**Department:** Business Services

**Location:** Manchester

**Reporting to:** Group Claims Marketing Manager

**Hours:** 9:30am – 5:30pm, Monday to Friday.

**Contract**: Permanent

**Salary:** Competitive, provided upon request

## Overall purpose of the role

To support and assist in delivering marketing strategies relating to multi party actions which will promote Leigh Day’s services to key client groups

## Main duties and responsibilities

**Marketing Communications**

* Assisting with design and production of content for multi-party actions.
* Uploading content and distribution of news feed alerts, newsletters, and direct marketing campaigns.
* Creation of email marketing campaigns

**Online and social media**

* Creating and uploading content on Leigh Day’s social media channels relating to multi party actions as well as day to day management and maintenance of social platforms.
* Producing regular reports and key analytics on our digital campaigns.
* To become fully conversant in the use of the web site content management system.
* To post web articles and news stories in the absence of the web editor.
* To assist in developing initiatives to drive web traffic.
* To keep social media updated with relevant content.

**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 2 year’s marketing experience.
* Awareness of key techniques of social media communications
* 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.