# Job description

**Job title:** EventsExecutive

**Department:** Business Services

**Location:** London

**Reporting to:** Head of Brand & Events

**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 the annual marketing strategy relating to multi party actions which will promote Leigh Day’s services to key client groups

## Main duties and responsibilities

**Events responsibilities**

* Supporting the team with the organisation of events and client webinars/seminars.
* Sourcing, assessing and booking venues and suppliers.
* Working with Partners and Fee-earners to determine guest lists.
* Co-ordinating the production and distribution of either html email or printed invitations.
* Collating invitation replies and guest list management using the Firm's HubSpot system.
* Attending and contributing to team meetings and meetings related to events.
* Liaising with various external suppliers and internal support staff such as Catering, venues, AV and Security.
* Production of event material; creating name badges, dinner place cards and menu preparation.
* Where appropriate, to attend events to manage logistics, set up rooms and act as host, meeting and greeting guests.
* To advise and ensure correct H&S and contingency procedures are adhered to during event execution.
* To record and report on feedback post-event and to build up a database of client and customer testimonials for use in future marketing materials.
* To become fully converse in the use of the web site content management system.

**Virtual meetings and webinar production:**

* Setting up event registration site, launch registration and calendar scheduling, manage audience engagement application, technical hosting and AV support, creation of attendee reports
* Developing creative concepts and ideas to enhance attendee online experience and meet event objectives
* Maintaining updates to Zoom tools and event production templates
* Delivering events best-practice, sharing to teams on firm technology

**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.

**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 years marketing experience.
* Ability to manage Event Management 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 and Illustrator would be desirable.
* Educated to Degree Level or equivalent level
* Relevant experience of working in a legal sector within a partnership environment.