



TITLE: Marketing Executive

LOCATION: London

REPORTING STRUCTURE: Reports to the London Business Development Manager

Position Overview:

The Marketing Executive's primary role is to proactively support marketing and business development projects, execute sophisticated events and assist in the production of marketing materials in the London office.

Critical Success Factors:

- Highly motivated self-starter, highly organised team-player who can work with limited supervision;
- User-friendly, highly-responsive and hands-on project management style;
- Ability to manage multiple priorities;
- Sound judgement, ability to maintain confidentiality with sensitive issues, strong professional and ethical standards;
- Ability to establish credibility and strong working relationships with the Firm's management team, lawyers and staff members with an efficient mix of confidence, tact, patience and persistence;
- Analytical thinking and demonstrated business judgment;
- Demonstrates intellectual curiosity;
- Excellent attention to detail; flexibility and resourcefulness; team oriented, ability to work independently.

Responsibilities:

Event Support

- Manage all event logistics in areas that include, but are not limited to: invitations, lists, handouts, nametags, signage, room set-up, RSVP tracking and sponsor table coverage;
- Draft and distribute all internal and external communications relating to events and sponsorships;
- Provide support for conferences and industry events, including negotiating benefits to maximise value and exposure and managing the delivery of guest invitations, advertisements, attorney biographies and other marketing collateral;
- Liaise as primary contact between attorneys, administrative staff and external vendors to ensure event success.

BD and Communication Support

- Prepare first drafts of pitches and credential statements;

- Maintain the appropriate inventory of firm marketing materials and keep attorneys and staff aware of new materials when published;
- Prepare first drafts of the submissions for legal directories and awards;
- Periodic creation of newsletters and client alerts.

Qualification:

- Educated to degree level, preferably in business, marketing, or a related discipline;
- Strong organisational, communication and writing skills and a capacity to work comfortably in a rapidly changing environment on multiple ongoing projects;
- Proficient in Microsoft Suite;
- Ability to work extended hours, as needed;
- 2-4 years experience within a similar role at a law firm.

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