**Job description**

**Job title:** Marketing Executive

**Department:** Marketing

**Location:** Manchester (hybrid working -three days in the office and two at home)

**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:** Perm

**Salary:** Competitive, provided upon request

**Benefits:** 29 days’ holiday per annum inclusive of 4 days’ compulsory leave to be taken during the Christmas office closure, plus all public and bank holidays; contributory pension scheme; life assurance (4 times annual salary); interest free season ticket loan; childcare vouchers; cycle to work scheme.  We also have annual social activities and genuinely pride ourselves on having a supportive and friendly culture.

**About the team**

The Marketing team has been instrumental in supporting the firm as it has grown in recent years, developing innovative marketing campaigns, securing global media coverage and building partnerships with charities and NGOs. As we continue to grow, we are looking for individuals who can help us do great work and contribute to our excellent team dynamic.

## Overall purpose of the role

To support and assist in delivering marketing strategies relating to one of Leigh Day’s fastest paced departments. You’ll play a key role in assessing the objectives of proposed activity, generating new ideas and delivering marketing campaigns that set us apart. You’re a truly broad marketer with a passion for digital but the experience to deliver memorable events and draft compelling copy. We need someone who can work quickly and efficiently with excellent attention to detail. You’ll also help to support an assistant/apprentice, sharing your knowledge and playing a part in their day-to-day delivery and technical development.

## Marketing communications

* Assisting with drafting, proofing and editing content across various channels.
* Regularly producing content campaign reports.
* Managing and reporting on multi-party actions targets.
* Opportunity to work with external creative agencies.

**Online and social media**

* Creating and uploading content on to the Leigh Day website and social media channels.
* Producing regular reports and key analytics on our digital campaigns.
* To become fully conversant in the use of the web site content management system.
* Developing initiatives to drive web traffic.
* To keep social media updated with relevant content.
* Work with our CRM and performance team, providing clear briefs and working collaboratively to help continuously improve our approach to email marketing and website content.

**Planning**

* Thinks creatively, contributing ideas to the annual planning process.
* Inputs into marketing campaign planning, understanding objectives and generates ideas to help us meet them.

**Other responsibilities**

* To maintain a flexible approach while assisting in implementing the marketing mix.
* Conduct target audience research.
* Develop relationships with key internal stakeholders.
* Support with liaising with external agencies.
* Maintain and update client databases.
* General data management.
* Proactively supporting with ad hoc tasks when asked but also when noticed by yourself.
* Understand the firm, it’s specialisms, clients and competitors and its financial model.

**Skills & experience**

**Essential**

* Genuine desire 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.
* Ability to manage content management systems.
* Experience using an e-mail marketing system.
* 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 stakeholder relationships.
* Intermediate level proficiency in working with MS Office (PowerPoint, Excel, Word, Outlook).
* Demonstrable enthusiasm and motivation to grow within a marketing function and gain further marketing knowledge.

**Desirable**

* Experience in graphic software, for example, Photoshop, Indesign, Paintshop would be desirable.
* Demonstrable experience with acquisition marketing campaigns
* Experience using Hubspot.
* Educated to degree level or equivalent level.
* Relevant experience of working in a legal sector within a partnership environment.
* Awareness of key techniques of social media communications.