



Senior Marketing and Communications Executive: job description

Job title:	Senior Marketing and Communications Executive
Location:	London or Manchester (flexible / remote options available)
Hours:	Monday to Friday 9.30am to 5.30pm (1 hour for lunch)
Salary:	Dependent on experience

Brandsmiths is a boutique law firm with offices in London and Manchester providing specialist legal advice to brands and entrepreneurs. Our clients include established brands as well as fast-growth businesses, entrepreneurs and high-profile sports clubs and individuals. We help to identify, grow and protect value in today's and tomorrow's leading brands. We offer a relaxed, collegiate atmosphere that encourages leadership and entrepreneurial spirit.

We are looking for a Senior Marketing and Communications Executive, with skills across digital marketing and all relevant social media, to support our development. The role involves managing projects and activities aligned with our sales and marketing strategy, with the key goals of raising awareness of the firm, helping to grow our client base and building a vibrant digital community that works for clients and referrers alike. The position reports to the firm's Chief Operating Officer.

Key tasks include:

- Originating, scheduling and directing content and posts for the firm generally and for fee earners, while amplifying individual and firm-wide social media feeds
- Collate and draft social media posts that support our brand promise "For the Ideas that Matter"
- Update forward features and opportunities for commentary in digital and traditional media
- Liaise with agencies and suppliers on creative assets for business development and PR
- Co-ordinate updates and creative content on our website, and associated platforms
- Help to originate and support on key industry campaigns, including organising and creating value from webinars, podcasts and events
- Support on client relationship management tracking and metrics

The successful candidate will be able to demonstrate:

- At least 3 years' experience working in a marketing communications role, with a strong digital focus
- Experience in creating content from idea through to campaign, including writing across formats and handling major social media platforms
- Experience of CRM platforms and marketing automation in a B2B environment
- Excellent writing and editorial skills
- Demonstrable project management skills
- Ability to liaise with senior management and influence key decision-makers as well as support staff at all levels and from other teams

Please apply with a CV (no more than two pages) and covering letter outlining what you would bring to Brandsmiths, including at least one idea to improve our marketing, to:

recruitment@brandsmiths.co.uk. Closing date for applications is August 11.

Please ensure that the file format for your documents is either Word document or PDF. Other file formats will not be considered.