

Job Title: Marketing Executive

Status: Full time

We are seeking a Marketing Executive to join our Marketing and Business Development team in Belfast. The Marketing Executive will work closely with the Director of Marketing & Business Development and key stakeholders within the company to deliver initiatives and assist in driving the company towards meeting its marketing objectives.

The role will involve a variety of marketing and business development activities, including but not limited to:

The Role:

- Supporting the Director of Marketing & Business Development in the delivery of marketing and business development plans in line with business objectives.
- Supporting the company, departments & practice areas, and individual lawyers' in the delivery of business development initiatives and high quality client hospitality, online seminars and events.
- Prepare effective event and campaign plans, to include costings, promotions, speaking notes, running orders etc.ensuring seamless execution.
- Maintaining the marketing data lists and delivering email marketing campaigns.
- Assisting with the collation and drafting of marketing literature, press releases and presentations.
- Managing and updating the company's digital communication channels, including website and social media channels and the internal intranet platform.
- Supporting the co-ordination of legal directories, The Legal 500 and Chambers & Partners UK, and client proposals.
- Supporting and delivering marketing campaigns (both online and offline).
- Assisting with the bids and tenders process, including collating research; working with the proposal team and assisting with formatting and proofing of final documents.
- Preparing marketing reports, using analytics tools, to measure success of key initiatives.
- Building and maintaining relationships with external agencies.
- Managing and contributing to wider marketing projects as required.
- Providing additional support for ad-hoc admin tasks as required.

Experience and Education:

- Hold a relevant degree in Marketing, Business, Communications or a related field
- 2+ years previous marketing experience
- IT literate, including experience of marketing support software such as Adobe, Mailchimp and Google Analytics.
- Knowledge of the local legal market is desirable

- Experience managing social platforms, including LinkedIn and Twitter.
- Ability to work on own initiative and as a member of a team
- Possess excellent written and verbal communication skills
- Strong organisational and time management skills with the ability to prioritise competing demands and meet deadlines.
- Proactive project management and planning skills, with excellent attention to detail and high standard
- Positive attitude

To apply:

Applicants should apply by forwarding a covering letter, which includes details of their current package, and CV to: Marie McKeown, Human Resources Manager.