

Job Description – Part-time marketing assistant

Purpose

BDBF is an entrepreneurial and thriving law firm that has, within its short existence become a leader in its field in advising senior executives and also in advising businesses on disputes involving employment law.

Digital marketing (including SEO) is a key component of the firm's marketing plan through its websites www.bdbf.co.uk and www.sackedinthecity.co.uk and Social Media channels eg Twitter, Facebook and Linked In.

The role focuses on devising and implementing a robust marketing strategy, including a digital marketing strategy to grow the business and its stellar reputation, target clients and drive prospective clients to its websites.

This is a permanent role which will focus on ensuring the firm continues to grow in alignment with its annual and 5 year strategy following the launch of the firm's new website and branding in February 2018, and to provide exceptional services to clients and support to its lawyers.

Key Interactions

Under the overall guidance of a partner, you will be working in close collaboration with the lawyers, to help promote the firm's work, its lawyers, knowledge and reputation to its markets.

Based in London, this role will require time in the office to develop relationships and can also be done from home.

Key responsibilities and challenges

BDBF LLP

With good experience and knowledge of digital platforms, including websites, social media, video and content management, you will support the firm in delivering projects across the firm's digital channels and print media. These include:

- Helping the firm to ensure best digital practice and publishing content across all content types (for example news, publications, thought leadership, client services) on the website and in print where appropriate

- Effective SEO
- Ensuring accurate content is uploaded onto the website in a timely manner
- Supporting the firm's Lawyer Profile project, you will help coordinate updates to public profiles on the websites and on Linked In
- Supporting thought leadership by promoting key content through the website
- Generating reports on key activity and engagement analytics about visitors to the website and arising from marketing campaigns
- Maintaining 'hygiene' on the website with regular checks for outdated content, broken links, spelling errors, and other issues
- Ensuring all the firm's marketing mailing and subscription lists comply with the General Data Protection Regulations 2018
- Supporting the Partner with ad-hoc projects

SEO

- Implementing the SEO strategy
- Analysing the key word analytics and implementing improvements to the strategy

The Insights Knowledge Portal (the firm's employer client subscription news and alerts tool):

- Rebuilding subscriptions post GDPR implementation
- Working with the lawyers and paralegals/PSL teams to ensure content continues to meet the needs of our client audience
- Uploading regular content
- Generating reports on key activity and engagement analytics on subscribers to the portal
- Supporting the Partner with ad-hoc projects

Social Media

- Scheduling and posting daily on the firm's Social Media channels
- Generating reports on the success and engagement with the firm's social media channels
- Engaging with lawyers to assist to post on their own Linked In accounts

Working with external companies

- Working with partner organisations such as website designers, digital marketing agencies, SEO agencies, graphic designers and printers to run timely campaigns and generate marketing materials
- Obtaining the analytics, devise suitable KPIs and measure the effectiveness of campaigns
- Allocating appropriate advertising budgets to campaigns

Branding

- Ensuring the correct branding is used at all times
- Protecting the brand from misuse
- Assisting with the production of marketing materials, merchandise, and other promotional literature such as web content, articles, guides, brochures and press releases.

Events

- Helping to organise events, seminars and invitations

PR & Communications

- Working with the firm's lawyers to devise and run effective, targeted, PR campaigns
- Drafting and proof-reading press releases
- Generating comment opportunities in target publications
- Liaising with journalists to follow up on press releases,
- Staying within partner allocated financial budgets for PR
- Collaborating with specific PR agencies when appropriate
- Liaising with digital and print media to increase the firm's professional reputation and individual lawyer profiles

Apps

- Working with digital agencies to devise apps
- Uploading and maintaining content on the firm's apps
- Generating reports on the uptake and usage of the firm's apps

Other digital products

- Supporting as needed across a range of other digital channels and products, keeping up to date with relevant digital marketing developments and suggesting new ideas to enhance the firm's digital strategy
- Reporting on usage of these products to the partner

Daily support and ad hoc tasks

- Working on ad-hoc projects and supporting colleagues as directed by the partner
- Supporting the administration of thought-leadership campaigns and events as required

Skills/ Experience/ Qualifications Required

Character

Essential

- A creative thinker with creative and design flair in the generation of original content
- Engaging and enthusiastic
- Highly proactive and efficient completer of tasks
- Commitment to quality, accuracy and attention to detail
- Professional, diplomatic, discreet and can be trusted with sensitive information
- Excellent proof-reading, written and oral communication skills
- Confident, energetic and resilient
- Team player
- Uses own initiative when solving problems
- Eager to learn
- A good sense of humour
- Can prioritise effectively against differing deadlines
- An organised and reliable approach to work
- An interest in digital and social media trends and updates

Essential practical experience

- Working within a professional digital marketing environment

Desirable experience

- A working knowledge of design packages such as Adobe Photoshop and InDesign
- Film-making and editing experience
- Photography experience

Qualifications

- Preferably a Foundation Certificate in Marketing or a Certificate in Professional Marketing from the Chartered Institute of Marketing or equivalent

Office skills

- Very proficient in use of PCs, Macs, Tablets, Iphones, Android and Apple platforms, Word, PowerPoint, Excel, Wordpress
- Experience using Twitter, Linked In, Facebook, You Tube, Vimeo and other social media channels
- Experience using a web content management system
- Experience in using web analytics packages

Commercial Skills

- A demonstrable interest in legal and commercial issues that relate to the firm's market offering
- Negotiating bespoke commercial terms to ensure effective delivery and best financial and added value are maintained by all suppliers

Terms of employment

- Dependent upon experience and track record of proven delivery
- This is a permanent, part-time role working 3 days a week in the firm's City of London office, 2 of which will be worked in the office for at least the first 6 months.
- The role will be subject to a 3 month probationary period
- Normal office hours are between 9.30 am and 6.30 pm. There may be some out of hours working for events
- Annual holiday entitlement is 25 days (pro-rated)
- To start as soon as possible

To apply, please send a CV and covering letter to emmasell@bdbf.co.uk

Please note that closing date for applications is Monday 23 July 2018

Interviews will involve a presentation and will take place during the week commencing 6 August 2018.