

Job Description

Title:	Business Development & Marketing Admin
Hours:	9.30 am to 5.30 pm and as required
Working week:	Monday to Friday
Responsible to:	Practice Area Leader
Department:	Business Development & Marketing

Purpose of job:

To support the Business Development & Marketing team in the implementation of day to day Business Development & Marketing activity and administration. This role requires good organisational ability, attention to detail, excellent time management, a proactive approach, strong communication skills and a commitment to deliver results.

Assisting the Business Development & Marketing team with duties encompassing all elements of the 4 R's : Recognition, Reputation, Relationships, and Revenue Marketing, and the marketing mix.

Specific duties:

Key responsibilities

- Adding and amending content on the firm's website and reporting on readership levels. This includes proof-reading blogs and optimising the pages where appropriate
- Assisting with events, including sending out invitations and liaising with external venue providers and internal support teams, including IT, hospitality and facilities
- Providing assistance at events in the firm's office and at external venues, including preparing name badges and carrying out registration
- Assisting with distribution of Business Development & Marketing messages via social media and other internal media.
- Assisting with email marketing using the firm's email software and reporting on the performance of campaigns
- Proactively researching, managing and organising UK and overseas conference bookings
- Assisting with membership renewals
- Assisting with Legal Directories submissions which include: Legal 500, Chambers & Partners, and Spears
- Processing marketing expenses and invoices
- Supporting the preparation of documentation required for tenders, beauty parades and other business development opportunities
- Providing support and assistance on Business Development & Marketing projects, campaigns and initiatives
- Creating E- Newsletters / Email marketing campaigns

- Supporting our Responsible Business groups with activity
- General administration
- Assisting with other ad hoc marketing activities
- This position is a graduate/entry level position that offers the successful candidate the opportunity to have a bold start to their career in Business Development and Marketing within Professional Services.

Every effort has been made to ensure that this is a full description of the tasks and responsibilities of this role. However, it is not an exhaustive list. The job description may be changed or developed at any time to reflect changes as required. However, changes will not be made without full consultation with the postholder.

Kingsley Napley are committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will be considered for employment regardless of race, age, disability, gender identity and expression, sexual orientation, gender reassignment, marriage and civil partnership, pregnancy and maternity and religion.

Person Specification
Job Title: Business Development & Marketing Admin

	<u>Essential</u>
Education/ Qualification:	<ul style="list-style-type: none"> • Educated to minimum of A Level standard or equivalent • Degree is desirable • A marketing qualification would be advantageous
Knowledge and Technical Ability:	<ul style="list-style-type: none"> • Experience of working within a legal or professional services environment • Understanding of business development and marketing fundamentals through a similar role • Excellent administration skills • Experience of working within a busy, deadline driven, environment • Excellent written and oral communication skills including grammar, spelling and punctuation
Client Care:	<ul style="list-style-type: none"> • Excellent organisational skills and time management, including multi-tasking and delivering work in line with deadlines provided • Ability to produce a high standard of work within agreed timescales • Has a proactive approach to managing flow of work • Ability to remain calm under pressure • Ability to work in a proactive and collaborative manner • An understanding of the importance of client confidentiality, information security and data protection and act accordingly • Excellent attention to detail
Firm Wide Skills:	<ul style="list-style-type: none"> • Excellent IT skills and the ability to learn new software quickly. A good understanding of the MS Office suite (Word, Excel, PowerPoint, Outlook) is essential • An interest in developing an awareness of the firm's business • Ability to work collaboratively with others across the firm
Attributes:	<ul style="list-style-type: none"> • A strong team player with a flexible approach and a willingness to support others in the team and across the firm as needed • A professional and confident manner • Eagerness to learn and gain experience • A keen eye for lay-out and design • Ability to demonstrate behaviour in keeping with the firm's core values of Teamwork, Respect, Integrity, Fairness, Understanding and Commitment • Ability to work in an environment with diverse working styles

All applicants who are offered permanent or long term employment, or partnership, will be subject to a criminal record check by the Disclosure and Barring Service (DBS) before the appointment is confirmed. Because Kingsley Napley LLP meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974, a 'basic disclosure' will be sought. This will reveal 'unspent' convictions. A criminal record is not necessarily a bar to employment or partnership; each matter will be considered on its own circumstances and merits.