

Job Description

Title:	Senior Campaign & Social Media Executive
Hours:	9.30 am to 5.30 pm, and as required, flexible applications considered
Working week:	Monday to Friday
Reports to:	Head of Growth Marketing
Department:	Business Development & Marketing

Purpose of job: You will be responsible for the planning, creation and management of social media content and integrated campaigns across our channels, with a strong focus on strategic storytelling, audience engagement and measurable results. Collaborating closely with partners, lawyers, and talent attraction colleagues, you will be instrumental in promoting our brand, supporting key firm initiatives and driving meaningful engagement with our target audiences - from prospective clients and referrers to talent and the wider legal community.

This role requires someone who is equally comfortable developing strategy and getting hands-on with content creation, data analysis and stakeholder management. You will bring fresh thinking, a keen eye for emerging trends and the confidence to work independently with senior stakeholders across the firm.

Key Responsibilities

Social Strategy & Planning

- Support the Marketing & BD function in planning and delivering social content aligned to firm-wide priorities and business development goals
- Work closely with the Marketing & BD team on social media strategy, editorial planning, copy approvals and publishing schedules
- Manage a portfolio of social content projects from initial ideation and production through to delivery and post-campaign performance analysis
- Advise partners, lawyers and colleagues on social media best practice, helping them to build and strengthen their personal and professional profiles

Content Creation & Campaign Delivery

- Plan, produce and schedule daily content across all the firm's social media platforms (including LinkedIn, Instagram and TikTok) ensuring consistency of tone, branding and legal compliance at all times
- Produce high-quality social content for campaigns, brand activity, employer branding, thought leadership and wider firm initiatives
- Create and manage paid social advertising campaigns to generate leads, enhance brand awareness and maximise return on investment
- Support SEO strategy through the creation of keyword-optimised content in line with best-practice guidelines
- Contribute to targeted email marketing campaigns designed to increase website traffic, nurture client relationships and improve brand visibility
- Develop best-practice guidance, templates and training materials, and deliver engaging training sessions to support colleagues across the business in creating effective content

Channel Management & Optimisation

- Manage and maximise the firm's use of social media platforms and tools, including Hootsuite, HubSpot and LinkedIn Sales Navigator
- Continuously track and evaluate social channel performance, using insights to optimise future content planning and engagement strategies
- Monitor sentiment, engagement and online reputation across all social channels, identifying risks early and escalating issues appropriately
- Support the firm's crisis communications response on social channels when required

Stakeholder Engagement & Governance

- Build and maintain strong, trusted relationships with practice area and operational teams, providing proactive and practical social media support
- Develop and manage a clear, efficient social media approvals process that balances robust governance with the agility needed to respond to fast-moving news and opportunities
- Support the development of clear workflows, schedules and processes to enhance team productivity and cross-functional collaboration

Measurement, Insight & Continuous Improvement

- Drive measurable growth in social media engagement, audience size and overall ROI across all channels
- Regularly interpret performance data and translate insights into clear, actionable recommendations to improve content quality and campaign effectiveness
- Stay up to date with the latest social media trends, platform updates and emerging features, proactively identifying opportunities for innovation and improved audience engagement

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, material changes will not be made without full consultation with the post-holder.

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.

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Person Specification

Senior Campaign & Social Media Executive

	<u>Essential</u>
Knowledge and Technical Ability:	<ul style="list-style-type: none"> • Experience managing and growing social media channels in a B2B or regulated professional environment, ideally within a law firm or professional services setting • Proven track record of delivering a broad range of social media and campaigns in a complex organisation, working independently with senior stakeholders • Deep knowledge of B2B social media strategy, with strong platform expertise across LinkedIn, Instagram and TikTok • Hands-on experience managing paid social campaigns • Experience using HubSpot (or equivalent CRM/marketing automations tools) to support campaign execution and track performance • Familiarity with social media management tools, ideally including Sprout Social, Hootsuite or similar platforms • Experience using Canva and Adobe Creative Cloud, including Premiere Pro, Adobe Express, to produce engaging visual and video content • Excellent written and verbal communication skills, with a sharp eye for detail including spelling, grammar and proofreading • Strong analytical skills, with the ability to interpret data and translate performance insights into practical, actionable improvements •
Client Care:	<ul style="list-style-type: none"> • Highly organised, with excellent project and time management skills and the ability to manage multiple competing priorities effectively • Collaborative and creative, with a proactive mindset and a genuine passion for social media and digital content • The ability to build strong relationships and communicate effectively with stakeholders at all levels of the organisation • Responsive and supportive when working with internal stakeholders across all levels. Uses own initiative and progresses work without instruction to do so • Ability to establish effective working relationships within the department and firm overall • Calm and resilient under pressure, with a solutions-focused approach to challenges • Innovative and forward-thinking, with a keen awareness of emerging trends and opportunities in social and digital content • Communication: listening, questioning and conveying ideas, facts and opinions in clear and understandable terms and constructively challenges and offers advice • Strong organisational skills and ability to prioritise. Ability to handle multiple tasks simultaneously with excellent attention to detail •
Firm Wide Skills:	<ul style="list-style-type: none"> • Understanding the business environment in which the firm operates and considering the commercial and wider performance implications of decisions and actions • Highly proficient in Microsoft Office, particularly Word, Excel and PowerPoint • Has an awareness of the importance of client confidentiality, information security and data protection • Promotes the sharing of best practice and knowledge across the firm
Attributes:	<ul style="list-style-type: none"> • A 'completer/ finisher' mindset – hardworking and committed to tasks and deadlines • Ability to work independently, and as a team • Proactive and flexible approach. Adopts a positive and open 'growth mindset' to change

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| | <ul style="list-style-type: none">• Ability to demonstrate behaviour in keeping with the Firm's core values of Teamwork and Respect, Integrity and Fairness, Commitment and Understanding |
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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.