



JOB DESCRIPTION

Title:	Content and Communications Manager
Hours:	9.30 am to 5.30 pm, and as required, flexible applications considered
Working week:	Monday to Friday
Responsible to:	Brand Director
Department:	Brand & Marketing (within Business Development)
Purpose of job:	To create, plan, and deliver integrated firm-wide campaigns, media relations, and digital activity to raise awareness and understanding of the firm's proposition and its practice area offerings. and to support business development activity.

The Content & Communications Manager will play a central role in supporting the KN brand and marketing function shaping how the firm presents itself to clients, prospects, recruits, media, and the wider legal industry through developing high-quality content, managing firm-wide campaigns, and contributing to key communications channels. The role will also provide PR advisory support and act as the day-to-day liaison with our external PR agency. This position is critical in helping to strengthen KN's market presence, elevate our brand narrative, and drive engagement among our people, clients, prospects, and internal stakeholders.

Working with colleagues across Business Development as well as external agencies and suppliers, the successful candidate will combine excellent project management, organisation and attention to detail with strong content delivery and communications skills.

Main duties and responsibilities will include:

Communications & Content Development

- Lead the creation, development, and delivery of multi-channel marketing campaign content that supports firm-wide strategic initiatives and drives prospect and client engagement.
- Communicate client success stories and case wins that reinforce the firm's strategy and positioning.
- Produce compelling content across formats (press releases, web page copy, articles, thought leadership, campaign assets and video scripts) aligned to KN's brand and commercial objectives.
- Collaborate with subject-matter experts to translate topics into accessible, engaging content for target audiences.
- Coordinate campaign calendars, timelines, and reporting frameworks to ensure timely and effective execution.

Kingsley Napley LLP | 20 Bonhill Street, London EC2A 2DN | enquiries@kingsleynapley.co.uk | +44 (0)20 7814 1200

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- Oversee website content updates and contribute to ongoing optimisation of digital channels.
- Act as a day-to-day guardian of the KN brand, ensuring guidelines and tone of voice are applied consistently across marketing materials and firm assets.
- Maintain organised filing systems, asset libraries, campaign records and supporting documentation

PR & external communications

- Provide PR advice and support to senior stakeholders in partnership with our external PR agency.
- Coordinate media and speaking opportunities, press releases, commentary, and proactive storytelling that enhances KN's profile.
- Manage inbound media enquiries and ensure timely, accurate responses.
- Identify emerging themes and opportunities to maintain KN's presence in relevant industry conversations.
- Support with communications relating to potential sensitive issues, crises and reputational matters and business continuity exercises
- Monitor and respond to online reviews and commentary regarding the firm
- Oversee the legal directories and awards submission strategy and process, ensuring submissions and supporting communications reinforce the firm's strategic positioning, brand value and key messages

Internal communication & cross-firm engagement

- Work with colleagues across the firm to ensure consistent communication of key initiatives, campaigns, and messaging.
- Develop clear, engaging internal updates and materials to increase awareness and adoption of firm-wide programmes.
- Ensure the wider firm are aware of key updates such as campaign content, insights, firm news and announcements; practice area highlights; people news (new joiners, promotions, milestones); upcoming events; responsible business updates; utilising a variety of formats
- Leverage existing and develop new internal communications tools and platforms to reach all colleagues effectively, including the intranet, weekly newsletter, videos, webinars, podcasts, live events and digital signage.
- Champion the intranet as the firm's central hub for information, culture and connection, driving adoption and engagement through compelling content and regular refreshing.
- Ensure all channels are well-maintained, consistently branded and fit for purpose, with content that is relevant, timely and engaging.

Insight, Research & Continuous Improvement

- Conduct audience, market, and competitor research to inform campaign planning and content development.
- Stay up to date with trends in professional services marketing, digital communications, and PR.
- Review performance, gather feedback, and make data-driven recommendations to continuously improve campaigns and communications.

Collaboration & Relationship Management

- Work closely with the wider brand and marketing team to ensure alignment across content, positioning, and campaign strategy.

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- Build strong relationships with lawyers, practice areas, and operational teams to understand their priorities and ensure communications support business goals.
- Support cross-firm initiatives, events, and collaborations that raise awareness of KN's capabilities and expertise.

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, sexual orientation, gender reassignment, marriage and civil partnership, pregnancy and maternity and religion.

PERSON SPECIFICATION

Job Title: Content and Communications Manager

	<u>Essential</u>
Knowledge and Technical Ability	• Strong experience in campaign management, communications, or marketing, ideally in a professional services or complex B2B environment. • Excellent writing, editing and proofreading skills, with the ability to create clear, compelling content tailored to different audiences and channels. • Experience coordinating PR activity, handling media enquiries and working effectively with external PR agencies. • Strong project management and organisational skills, with the ability to manage multiple campaigns, deadlines and stakeholders simultaneously. • Experience planning and delivering multi-channel content and communications campaigns across digital, internal and external channels. • Ability to interpret campaign performance, audience insight and feedback to improve communications activity and demonstrate impact. • Sound understanding of brand management, tone of voice and the importance of maintaining consistency across content and communications. • Experience managing website, intranet or other digital-channel content, with an understanding of content optimisation and accessibility. • Keeps knowledge and skills current by following best practice and emerging trends in professional services marketing, digital communications and PR.
Client Care	• Proven ability to build trust and credibility with partners, lawyers and senior stakeholders. • Able to understand stakeholder priorities, provide clear communications advice and constructively challenge where appropriate. • Responsive, pragmatic and audience-focused approach to supporting internal clients and delivering high-quality communications. • Confident collaborating with subject-matter experts to turn complex information into accurate, accessible and engaging content.
Firm wide Skills	• Clear understanding of the commercial and competitive environment in which the firm operates and how communications support its strategic objectives. • Highly proficient in Microsoft Word and PowerPoint; comfortable using content management, email marketing and collaboration platforms. • Awareness of confidentiality, data protection and information security requirements when creating and publishing content. • Actively promotes collaboration, knowledge-sharing and consistent communications practice across the firm.

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Attributes	• Proactive, collaborative and solutions-focused, with confidence engaging senior stakeholders. • Creative flair, excellent attention to detail and a strong commitment to brand consistency. • Comfortable working autonomously, using sound judgement and adapting priorities in a fast-moving environment. • Calm and resilient under pressure, including when supporting sensitive, reputational or crisis communications. • Demonstrates behaviours aligned 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.