

JOB DESCRIPTION

JOB TITLE: Marketing & Communications Assistant

REPORTS TO: Marketing & Communications Manager

LOCATION: Manchester

JOB SUMMARY:

To provide support to the Marketing & Communications Manager in marketing activities, events and internal and external communications, with particular responsibility for maintaining client data in Chambers' CRM database and using it to deliver a tactical programme of communications under the direction of the Marketing & Communications Manager.

KEY RESPONSIBILITIES AND DUTIES

1. Client relationship management database

- i. Take responsibility for the upkeep of client contact data in the CRM database.
- ii. Research and verify data using the web and telephone.
- iii. Compile and check appropriate contact lists in collaboration with the clerks.
- iv. Upload and manage audience lists within MailChimp.
- v. Tactical communications programme using CRM database and MailChimp
- vi. Support a regular programme of tactical communications, delivered using the CRM database and MailChimp under the direction of the Marketing & Communications Manager.
- vii. Prepare and send communications as agreed with the Marketing & Communications Manager (e.g. drafting copy, template design, fact checking, proof reading, scheduling regular communications and ensuring these go out as planned).
- viii. Monitor responses and update the CRM database appropriately.
- ix. Ensure all communications support and enhance Chambers' brand in both content and design.
- x. Monitor the success of communications through MailChimp and feed information back to the Marketing & Communications Manager.

2. General Marketing Team Activities

- i. Act as a point of contact within the Marketing Team.
- ii. Support marketing events (such as online seminars) by preparing marketing materials, sending invitations using MailChimp, handling bookings using Eventbrite, branding presentations in Word and PowerPoint, and preparing post-event surveys using Smart Survey to gather and report on feedback. Also support in-person events when appropriate by preparing delegate lists and badges, producing delegate pack materials, assisting with registration, meeting and greeting delegates
- iii. Assist with website content updates, using WordPress.
- iv. Create branded social media updates on Twitter and LinkedIn with the Marketing & Communications Manager
- v. Support writing, designing and distribution of the internal newsletter on WordPress and MailChimp.
- vi. Assist with formatting information for entries in legal directories (working with the Marketing & Communications Manager).
- vii. Assist in the delivery of our internal engagement agenda, including identifying venues, assisting with planning and marketing of events.
- viii. Providing general administrative and marketing assistant support to the Marketing & Communications Manager as needed.

3. General

- i. Support the implementation of the equality and diversity policy.
- ii. Promote a culture of continuous improvement by personal example and quality of contribution.
- iii. Adhere to Chambers' Information Management Policy and the principles of the General Data Protection Regulation (GDPR).
- iv. Take reasonable care for your health and safety and that of other persons who may be affected by the performance of your duties.

4. Key performance indicators

- i. CRM database and MailChimp contain clean, relevant, accurate data.
- ii. Communications are sent out in a timely manner.
- iii. All marketing events (external and internal) are well organised and communicated.
- iv. Marketing collateral is of good quality (e.g. consistent with the Chambers' brand, contains right level of information, is accurate factually and grammatically, and is visually well presented).

PERSON SPECIFICATION

Marketing & Communications Assistant

	Standard	Essential	Desirable
Qualifications, knowledge, experience	Part or full qualification in marketing or related area or equivalent knowledge and experience		✓
	Educated to A-level (or equivalent) standard including grade B or above in English Language GCSE or equivalent	✓	
	Proven experience of working with databases (entry and administration)		✓
	Strong office work and general administrative experience, ideally supporting marketing activities.	✓	
	Knowledge and experience of the legal market		✓
	Experience of setting up and marketing events, seminars, managing delegate lists etc.		✓
	Experience of using WordPress or other Content Management System		✓
	Awareness and understanding of current marketing trends, media and technology	✓	
Skills and abilities	Excellent spoken and written communication skills	✓	
	Attention to detail and ability to present information clearly, logically and accurately making good use of IT.	✓	
	Interest in marketing trends and commercial impact of marketing.	✓	
	Able to contribute creative and imaginative ideas to new projects.	✓	
	Able to work independently and with initiative (while working within established guidelines)	✓	
	Able to manage and plan own workload	✓	

	Good relationship building and interpersonal skills	✓	
	Strong IT skills (confident with web, database, MS Office, particularly Word and Excel)	✓	
	Working knowledge of WordPress, MailChimp and Eventbrite		✓
	Confident and friendly, with a polite manner	✓	
	Smart and presentable, particularly for client events.	✓	
	Willing and able to travel to other sites when necessary	✓	
	Flexible and adaptable approach.	✓	