

## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	<b>Marketing &amp; Communications Assistant</b>
<b>REPORTS TO:</b>	<b>Marketing &amp; Communications Manager</b>
<b>LOCATION:</b>	<b>Manchester, but required to travel to other sites on occasion</b>

### **JOB SUMMARY:**

To provide support to the Marketing & Communications Manager in all marketing activities and events, with particular responsibility for cleaning and 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.

## **1. KEY RESPONSIBILITIES AND DUTIES**

### **1.1 General Marketing Team Activities**

To be an active member of the Marketing Team in Chambers and enable it to deliver high-value marketing activities by:

1. Acting as a point of contact within the Marketing Team.
2. Supporting marketing events (such as seminars) by preparing marketing materials, sending invitations using MailChimp, handling bookings using Eventbrite, preparing delegate lists and badges, flowing presentations and documents in branded templates, producing delegate pack materials, handling registration, meeting and greeting delegates and preparing surveys using Smart Survey to gather and report on feedback.
3. Assisting with website content updates, using WordPress.
4. Assist with social media updates during events and to highlight news items.
5. Supporting production of the internal Chambers Newsletter on WordPress and MailChimp.
6. Assisting with formatting information for entries in legal directories (working with the Marketing & Communications Manager).
7. Providing general administrative and marketing assistant support to the Marketing & Communications Manager as needed.

## **1.2 Tactical Communications Programme using CRM database and MailChimp**

To support a regular programme of tactical communications, delivered using the CRM database and MailChimp under the direction of the Marketing & Communications Manager:

1. 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).
2. Monitoring responses and updating the CRM database appropriately.
3. Ensure all communications support and enhance Chambers' brand in both content and design.
4. Monitor the success of communications through MailChimp and feed information back to Marketing & Communications Manager.

## **1.3 Client relationship management database**

Take responsibility for the upkeep of client contact data in the CRM database:

1. Run regular reports to identify duplicate contact data and liaise with clerks to identify the current correct details before updating the CRM and removing redundant entries.
2. Remove marketing preferences for old contacts.
3. Compile appropriate contact lists in collaboration with the clerks.
4. Exporting to and managing contact lists within MailChimp.

## **2. GENERAL**

1. To ensure the implementation of the equality and diversity policy.
2. To promote a culture of continuous improvement by personal example and quality of contribution.
3. To adhere to Chambers Information Management Policy and the principles of the General Data Protection (GDPR) Act.
4. To take reasonable care for your health and safety and that of other persons who may be affected by the performance of your duties.

## **3. KEY PERFORMANCE INDICATORS**

- CRM database contains clean, relevant, accurate data.
- Communications sent out in a timely manner.
- Marketing events are well organised.
- 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
<b>Qualifications, knowledge, experience</b>	Part or full qualification in marketing or related area or equivalent knowledge and experience		✓
	Good general standard of secondary education 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	✓	
<b>Skills and abilities</b>	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 (e.g. for seminars)	✓	
	Flexible and adaptable approach, and able to attend occasional early morning/evening functions.	✓	