

**JOB TITLE:**

Communications and Marketing Assistant

**REPORTING TO:**

Head of Marketing and Communications

**ROLE:**

Assisting with the execution of multi-channel, integrated communications and marketing campaigns and a variety of other communications and marketing initiatives under the direction of the Head of Marketing and Communications and Digital Marketing Manager.

**DUTIES:**

- Support the implementation of our digital communications strategy in line with campaign-based, integrated communications plan.
- Create, proof read and edit content for digital and print.
- Work with the business development team to implement client-focused content creation plans for practice areas/sector groups.
- Support the implementation of the firm's social media strategy and other digital marketing activity in collaboration with our Digital Marketing Manager.
- Oversee, copy edit and proof read written content, including marketing material, ensuring it is 'on brand', consistent with 'house style', and in line with the firm's strategic objectives.
- Administer the firm's legal directory submission process, also working closely with others in the communications team on copy-editing, refining and proofreading content.
- Responsible for compiling, and gathering content for, the firm's monthly internal newsletter, S+W+You, and regular Today updates.
- Work in collaboration with in-house and external design teams to produce promotional literature and web-based assets.
- Undertake any other duties required by the team and requested by the line manager.

**Person specification:**

- Ability to work collaboratively with others to provide a high quality service to the firm.
- Highly-professional, able to work within budget to the exacting standards required in a leading professional services environment.
- Methodical and organised approach to work, with excellent attention to detail.
- Enquiring and analytical.
- Eager to succeed and progress within a busy team.
- Confident communicator with excellent interpersonal skills

**Candidate requirements:**

- Degree or equivalent professional qualification.
- Excellent grammar, punctuation and proofreading skills. Attention to detail is essential.
- Previous writing or journalistic experience – examples of work will be required to evidence capability.
- Project management/campaign management experience and ability to deal confidently with a variety of stakeholders.
- Practical and, ideally, commercial experience of using social media channels such as LinkedIn, Twitter, YouTube, blogs/communities.
- Highly proficient in all MS Office packages (including PowerPoint).

**Desirable experience:**

- Experience of working in a corporate marketing/communications function, media organisation or public relations agency.
- Use of email marketing platforms.
- Understanding of search engine optimisation and its application.
- Working knowledge of Adobe Photoshop and Indesign.
- Experience of editing or producing video content

These duties reflect the situation as of April 2021 and may be subject to reasonable change at a later date.