



Marketing and Communications Manager TV Edwards Solicitors & Advocates LLP

JOB SPECIFICATION

JOB TYPE: Full time - 35 hours per week, permanent

SALARY RANGE: £36,500 - £43,500 a year dependant on experience

LOCATION: This role is based at the firm's offices in Whitechapel. TV Edwards Solicitors have a further office based in Clapham Junction.

WORKING HOURS: Working hours are 9.30am – 5.30pm Monday – Friday

CLOSING DATE: 9am - Friday 23 December 2022

ABOUT US

TV Edwards was established in 1929. Now with offices in Clapham Junction and Whitechapel, the firm enjoys a national reputation for delivering first-class legal services.

Our lawyers are experts in many different fields of law, and they are brought together to offer a holistic and tailored service. Many are renowned legal experts - they train the profession, and they publish. Together, our teams deliver the legal support and representation that individuals, families, and businesses need, in the way in which they need it. We pride ourselves on understanding what each client wants to achieve and then helping them get there as quickly as possible.

Great communication is intrinsic to what we do. We explain things clearly and simply to clients. We discuss options, listen to their views, and alleviate their concerns. We do this face-to-face, by telephone, by email and by using video conferencing facilities (including Microsoft Teams). We are proud of our commitment to respect and integrity which underpins all that we do within the firm.

Our lawyers come from a range of different backgrounds, and we are proud that so many can speak more than one language.

We have been recognised for the innovation shown in IT development, leading the field and supporting our teams of lawyers in achieving excellence. We have a strong investment in virtual digital file and case management. Solicitors seeking to join the TVE team will need to be committed to the firm's ethos of working in a paperless environment.

TV Edwards has held the Law Society's Lexcel Practice management accreditation since 2007.

THE ROLE

We have an exciting opportunity for a talented Marketing and Communications Manager to join our dynamic, successful, and growing law firm

This is an important and exciting position for TV Edwards Solicitors and a role which will significantly contribute to our growth and yours. It is a role which will allow you to exercise your marketing expertise in an impactful and proactive way. Great communication is intrinsic to what we do and is vital in this role.

The Marketing and Communications Manager will be responsible for all of the marketing and communications activity for TV Edwards Solicitors and will be required to lead on brand development, strategy and execution. Reporting to the Managing Partner, you will manage internal and external communications, events, advertising, digital and social media with the aim to promote our business and position TV Edwards Solicitors in a competitive market. You will be required to generate greater brand awareness which will create new leads and will bring new opportunities to the firm.

In return for your expertise, knowledge and commitment you will be joining a team who are friendly, approachable, and respectful, a firm which cares about its clients, its employees and its values of:

- Accessibility
- Collaboration
- Excellence
- Integrity
- Respect

This role will suit an experienced communications and marketing specialist, keen to make their mark in promoting and developing a high quality and growing professional services firm. Our staff are without doubt our best asset and we reward performance, provide flexible working practices and positively encourage every individual's contribution.

MAIN RESPONSIBILITIES

- Working with the Managing Partner and Heads of Department to develop, execute and evaluate marketing, communications and brand strategy in alignment to the firms vision, mission and values.
- Positioning and management of our brand whilst maintaining brand consistency and ensuring that tone of voice is mirrored across all activities.
- Develop creative ideas for campaigns and content led marketing, liaising with subject matter experts across all levels of the business.
- Content creation, implementation and management across a wide range of traditional, digital and social media platforms including management of the website and social media to ensure that it is regularly updated / refreshed and aligned to the user journey.

- Responsibility for internal communications including preparing an internal staff newsletter.
- Copywriting.
- Plan, coordinate and host online and in-person conferences and events.
- Develop and implement an annual marketing and business development calendar.
- Coordinate and assist with PR for major frameworks and framework members.
- Create and respond to PR and press advertising.
- Coordinate directory and awards submissions.
- Coordinate contact management in our legal practice management systems /CRM.
- Ensure data is analysed to provide regular reporting on performance campaigns, social media, website and other channels.
- Provide external benchmarking to inform strategy.
- Work with external creative agencies and consultants as and when required to ensure that they are adequately briefed, bring quality and value for money and are kept to deadline and budget.
- Support the HR team with marketing for recruitment, positioning the firm as an employer of choice.
- Oversee and manage the marketing budget reporting to the Managing Partner on a regular basis.
- Ensure that all marketing is completed in accordance with regulatory and legal frameworks including GDPR.

REQUIRED KNOWLEDGE, QUALIFICATIONS, SKILLS AND EXPERIENCE

Essential

- Marketing degree or other relevant discipline
- 3-5 years of marketing experience
- Demonstrable marketing experience in a similar role
- Experience in developing, executing and evaluating marketing strategies and campaigns
- Experience of benchmarking
- Strong networker - able to communicate and naturally connect with people
- Advanced knowledge of digital and social media including but not limited to Instagram, Twitter and LinkedIn
- Excellent planning, writing, editing and communication skills
- Ability to manage multiple projects simultaneously
- Experience of working with external agencies and the media
- Excellence in Microsoft packages including Word, Excel and Powerpoint

Highly Desirable

- Chartered Institute of Marketing accredited
- Experience of working within professional service ideally in the legal sector
- Working knowledge of Indesign/Visio/Microsoft Publisher/Hootsuite and similar
- Experience with legal practice management systems / CRM systems

Required Competencies

- Energy and enthusiasm for marketing professional services

- Creativity
- Professionalism
- Excellence and pride in your work
- A details person
- Organised
- Good at time management
- Good technical ability with a desire to embrace new technical advancements
- Collaborative and collegiate approach
- Proactive self starter with “can do” approach
- Team player
- Commitment to the values of the firm
- Integrity
- Respect for yourself and others
- Commitment to personal professional development sharing learning with others
- Valuing diversity.

WHAT WE CAN OFFER YOU:

- 10% family and friends discount on legal services
- 25 days holiday, increasing to 28 days after 3 years' service and 30 days after 5 years
- Annual pay reviews
- Birthday day off
- Bonus Scheme
- Comprehensive inhouse training and supervision
- Cycle to work scheme
- Employee Assistant Programme (EAP)
- Eye test reimbursement up to a set amount
- Flexible and hybrid working
- Payment towards glasses for VDU usage up to a set amount
- Sick Pay
- Study Leave
- TV Edwards operates a workplace pension scheme

In Addition

- Kitchen facilities on each floor with free tea and coffee
- Part of the Living Wage Foundation
- Staff committee for social events
- Staff Equality, Diversity & Inclusion Committee
- Statutory Maternity Leave of up to 52 weeks

HOW TO APPLY

The firm welcomes applications from all sectors of society and is committed to equality and diversity in all aspects of practice and within this application process. If your experience does not match that set out above in that you have more experience, we would still encourage you to apply.

Applications must be on the firm's application form. We will not consider any applications which are not on the application form.

The application form together with completed equality monitoring questionnaire must be returned to Lisa Walton at our Whitechapel office or please email a completed application form and equality monitoring questionnaire to lisa.walton@tvedwards.co.uk.

The closing date for applications is **9am on Friday 23 December 2022**

While we thank you for the interest you have shown in TV Edwards Solicitors, please be aware that only shortlisted candidates will be contacted.

No Agencies.