

MARKETING MANAGER

USUAL RESPONSIBILITIES INCLUDE

- Providing planning and analysis for critical marketing and business development decisions
- Preparing annual marketing plan and manage budget for marketing activities
- Building strong relationships with Fee-earners and other marketing staff
- Ensuring all marketing and business development activities are run efficiently and to plan
- Supporting Fee-earners in driving new business with existing clients and cross-selling across the firm
- Supporting Fee-earners with new opportunities as they arise, including pitches, proposals and tenders
- Managing the client review program for major clients; following up with Fee-earners on service delivery and other issues from client feedback
- Overseeing the client database and educating Fee-earners on the utilising this
- Managing the tender process; writing and producing tenders, capability statements and profiles; and liaising with any external agencies used in the process.
- Supporting initiatives to foster and develop international networks including events and profiling
- End-to-end management of all firm marketing events
- Organising sponsorship opportunities and implement them to ensure maximum value
- Project managing and editing an internal newsletter
- Producing Fee-earner reports as required
- Assisting with PR activities as required
- Overseeing the production of marketing materials and advertising on an ad hoc basis
- Work with the marketing team on website strategy and updating

COMMONLY ASKED FOR QUALIFICATIONS AND EXPERIENCE

Education:

- Tertiary qualifications in marketing, business, commerce, law or a related discipline

Experience Skills:

- Minimum of 5 years relevant experience, some of which must be in the professional services
- Experience in key account management
- Project management experience desirable
- Demonstrated experience managing at the strategic and operational levels in the preparation of winning tenders and proposals
- High level communication skills: written oral and listening
- Commercial focus, strong analytical skills
- Effective interpersonal and influencing skills
- Results and deadline driven
- Self motivated and flexible
- High degree of technology literacy and usage