

JOB TITLE: Marketing Executive

SALARY: £35,000-£40,000 p/a plus bonus and other benefits

HOURS: Monday–Friday, 9am–6pm (or such time that is required for the role)

LOCATION: Keating Chambers, 15 Essex Street, London WC2R 3AA. The role will be based full time in the office for the first 3 months. Following that training period, there will be flexibility to work from home for 1 day a week, to be determined by your line manager.

REPORTING TO: Marketing Manager (or Director of Business Development & Marketing in their absence)

JOB SUMMARY: To work closely with the Marketing Manager, Director of Business Development, Chief Operating Officer and clerking teams to execute Chambers’ marketing strategy. The role involves all aspects of domestic and international marketing including communications, events, branding and PR. As part of a team of three, the Marketing Executive role has a particular focus on administrative tasks such as keeping client records up to date, design tasks for printed collateral and digital marketing, and event organisation.

Events Organisation

- Assisting in the organisation of Chambers’ international and domestic marketing events (including seminars, conferences, parties, corporate hospitality, dinners, drinks and pupillage events).
- Liaising with external organisations regarding sourcing venues, and other logistics.
- Ensuring members and clerks are fully briefed ahead of attending events or trips (including preparation of crib sheets).
- Assisting in the preparation of marketing materials – invitations on Mailchimp, PowerPoint presentations, branded papers, speaker biographies, handouts, brochures, capability statements etc.
- Attending Chambers and client functions.

Website and Digital Communications

- Assisting with the management of Chambers’ website (currently Wordpress) and social media accounts.
- Ensuring all website content is up-to-date and optimised for search engines, including barrister CVs (using Indesign), news items, expertise pages and reported cases.
- Helping develop the website to ensure it is efficient and optimised for clients’ needs, including work on the current website project.
- Helping prepare content for LinkedIn, X and Instagram accounts (using Canva) in order to improve Chambers’ and members’ profiles, drive traffic to the website and increase followers.
- Executing Keating webinars and podcasts in liaison with the Marketing Manager or Director of Business Development.
- Assisting in a review of competitors’ online and digital presence.

Database and record-keeping

- Maintaining and updating client database and assisting with the cleansing of the client relationship management database (currently MLC but soon to be LEX).
- Maintaining a library of seminar papers.
- Maintaining records of business development activities in line with Chambers’ strategy and marketing plan to assist with developing relationships with key clients.

- Maintaining log of barrister marketing activity to support CPD records and practice development meetings.

Internal Communication

- Preparing and distributing “Keating Connect” – a weekly internal communication to all in Chambers.
- Assisting with the internal promotion of industry events and ad-hoc speaking opportunities to members of Chambers.
- Assisting the Operations Team in producing a monthly internal newsletter.
- Keeping the marketing pages of the intranet up to date.

Brand/Profile

- Assisting in the preparation of Keating Legal Update publication (3 issues a year) including proof-reading and design.
- Preparing artwork or advertisements for publications.
- Updating set and barrister profiles on Chambers & Partners and Legal 500 websites.
- Assisting barristers with their submissions to the legal directories by using our CRM system to produce reports, proof-reading submissions, booking meetings with barristers and general administration of the process.
- Keeping a tracker of information relevant to the directory submission process.
- Supporting the Marketing Manager and Director of Business Development in developing relationships with directory editors and researchers.
- Supporting the Marketing Team with award submissions including scheduling meetings with barristers and proof-reading content.

Pupillage Marketing

- Attendance at pupillage fairs and targeted events to support barristers and promote Keating Chambers to prospective pupils.
- Organisation and administration of virtual and in-person pupillage fairs.
- Coordination of pupillage profile updates.
- Designing and providing content for pupillage brochure.
- Ensuring pupillage pages of the website have up to date and relevant content and that the designated social media channels are regularly producing relevant content.
- Assisting in the creation of video or audio content to support the aims of the Pupillage Committee.

Marketing Administration

- Scheduling marketing meetings with barristers to review CVs and/or set marketing targets.
- Collating information relevant to the production of new marketing literature.
- Generating reports to assist the Marketing Committee and/or Clerking Team with business analysis.
- Minute-taking at Marketing Committee meetings.

Any other tasks as reasonably required by the Marketing Manager, Director of Business Development, Chief Executive Officer or Joint Directors of Clerking.

Duties are subject to change depending on the requirements of Chambers’ business.