



Marketing Assistant (Undergraduate Placement)

Reporting to: Marketing & Business Development Manager

Hours of work: 9am – 6pm

Salary: £22,000 per annum

Event Organisation:

- Assist with the organising of client events (conferences, seminars, parties and drinks receptions), internal events and in-house training
- Contribute ideas to ensure effective event branding and promotion
- Attend Chambers marketing events when appropriate
- Assist with delegate bookings and payments for seminars/conferences
- Maintenance of the Wilberforce events/seminars inbox
- Assist barristers with preparing seminar handouts and PowerPoint presentations (including formatting into house style)
- Collate and analyse client feedback post-event

Content management system (Lex)

- Ensure mailing lists are accurate and up to date
- Add and amend contact details on the client database, when required
- Assist with event promotion via Lex marketing campaigns

Internal Communications:

- Assist with producing marketing content for internal communications
- Assist with updating and maintaining the Intranet

Press relations:

- Assist with gathering information and compiling submissions for legal directories and awards
- Schedule interviews with legal researchers and reporters

Online:

- Liaise with barristers on website posts (news/cases/articles etc) and CV amends
- Upload content to the website
- Suggest updates and modifications, where necessary
- Edit and update barrister CVs using Adobe InDesign
- Assist with maintenance of social media platforms

Print

- Assist with producing copy for Chambers' conference brochures
- Provide feedback and ideas on marketing material designs
- Liaise with designers and printers

Administration:

- Produce minutes for marketing-related meetings
- Prepare delegate lists and badges for events
- Prepare travel itineraries for domestic and international trips



Job Specification:

Essential Skills

- Demonstrable interest in pursuing a career in marketing and/or events
- Confidence/experience in learning new software skills
- Basic knowledge of social media
- Excellent knowledge of MS Office (Word, PowerPoint, Excel)
- Strong administrative and organisational skills
- Strong written and oral communication skills
- Ability to work independently and as part of a team
- Excellent attention to detail
- Strong proof-reading skills
- Ability to prioritise workload across a number of different projects and demands, in a busy environment
- Prepared to work evenings occasionally when events are taking place

Desirable – one of more of the following:

- Advanced knowledge of social media (LinkedIn and Twitter)
- Experience producing copy for website and print
- Experience using the Adobe suite (InDesign and Photoshop, for example)
- Experience in organising events