

## **Job Description: Marketing Assistant (Undergraduate Placement)**

**Reporting to: Marketing & Business Development Manager**

**Hours of work: 9am – 6pm (Monday to Friday)**

**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
- Assist with the organizing of online events (webinars, virtual networking events, online panel discussions)
- 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 profile amends
- Upload content to the website
- Suggest updates and modifications, where necessary
- Edit and update barrister profiles 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)
- Experience using video communication services such as Zoom, MS Teams and/or Google Meet
- 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 early mornings and evenings occasionally when events/webinars are taking place

### Desirable – one or more of the following:

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