

# Bristows

## The firm

Bristows is a market leading law firm with a global client base across our core sectors of life sciences and technology.

Despite being smaller in terms of overall size than our major competitors, the firm has maintained its position by the exceptional quality of our lawyers and the strength and depth of our scientific and legal expertise. We have an all equity partnership that has remained stable over many years.

## Senior Digital Marketing Executive

### Marketing & Business Development

#### The role and candidate specification

The Senior Digital Marketing Executive will support the delivery of the firm's digital marketing strategy and help ensure that the firm's online presence, and content, is constantly evolving to maximise its reach and engagement whilst implementing brand, and digital best practice.

This role will have day-to-day operational responsibility for the firm's digital marketing tools, software and channels including working with the Digital Marketing Manager, and agencies, on website maintenance and development; managing social media, and other digital, channels; performing market research and analysing data; working with other marketing professionals on the planning, implementation and management of content across a range of campaigns.

#### Key dimensions

- Assist the Digital Marketing Manager in executing marketing strategies for the firm's digital platforms, including:
  - Web: Advise and assist in development of content, functionality and structure to improve user experience including creation of new landing pages; proofing, updating and maintaining content; reporting on activity and making recommendations for future development
  - Social media: Curate and monitor firm wide content, as well as content for individual campaigns. Advise on, and manage, paid campaigns for specific marketing initiatives
  - SEO: Analyse competitor landscape and make recommendations to improve current or future content
  - E-mail marketing: Drive forward e-marketing campaigns; analyse statistics and produce reports to support future campaigns
  - Broadcasting: Expand use of video/podcasts/similar and explore how to utilise such media effectively across appropriate channels
- Advise on and implement integrated digital marketing campaigns, across multiple acquisition channels, and advise on digital best practice
- Drafting, proofing and editing of digital content e.g. website articles, social posts, podcasts and video



- Work closely with agency partners, and software vendors, and ensure all projects are managed efficiently also build relationships with other key agency contacts
- Identify ways to create content for key business groups, and help promote the content including the use of employee advocacy tactics and initiatives
- Analyse key performance data and identify trends that can be used to inform future business development and marketing activity
- Supervise, guide and support the development of the Digital Marketing Administrator by providing training, feedback and experiential growth opportunities

### **Characteristics, skills & experience**

- Education: degree level
- 5+ years digital marketing experience in professional services
- Technical knowledge/experience:
  - Website CMS – Wordpress preferred
  - SEO and paid advertising (e.g. Google Ads, LinkedIn etc.)
  - Analytics tools (e.g. Google Analytics etc.)
  - Design platforms (e.g. Canva, Adobe Photoshop, Premiere Pro)
  - HTML (basic coding)
  - Email marketing (e.g. Vuture, Mailchimp)
  - CRM systems (e.g. InterAction)
  - Standard Microsoft Office tools
- High level of attention to detail
- Understanding of advanced marketing principles
- Self-motivated, professional individual with exceptional communication and interpersonal skills
- Ability to multi-task and meet strict deadlines
- Good understanding of office management
- Ability to follow instructions and work independently on projects
- Energetic personality with a professional, client service focused approach
- Law firm experience (desirable)
- Familiarity with InterAction or similar CRM system (desirable)

## Our values & culture

With around 300 staff and partners in total and one UK location, we are able to maintain a friendly atmosphere where everyone is able to get to know each other and many policies and practices can operate on a trust basis.

We are based in modern offices at Blackfriars and very much value face to face collaboration and the social element of working relationships. We have introduced a Remote Working Policy which enables staff to work in an agile way – we don't monitor attendance but simply ask that everyone spends on average across the year more time in the office than out of it. We provide a comprehensive home working set up including lap top, additional monitors, mouse, keyboard, headhone, chair etc as required.

Our firm values, which we very much "live", are Ambition, Bravery, Curiosity and Friendliness. These underpin all that we do across both our client work and our internal strategic decision making. We are signatories to the Mindful Business Charter and take our commitment to staff welfare and work life balance very seriously – for example, partners will go the extra mile themselves to ensure that Associates are not disturbed while on Annual Leave.

Our Wellbeing Programme is championed at partner level and is structured around the pillars of Physical, Mental, Financial and Community wellbeing with an annual programme of events, educational activities and support.

## Reward & benefits

Our salary and bonus structure reflects our lack of billing targets and collaborative culture and any bonus is paid as a simple percentage bonus across the whole firm. We have a flexible benefits package that is kept under regular review and is designed with the wellbeing of our staff and their families at its heart.

## Diversity & inclusion

At Bristows we are committed to championing equality, diversity and inclusion for all, and we are a proud signatory of the Law Society's Diversity and Inclusion Charter. As a firm, and as individuals, we do all we can to treat people fairly and with mutual respect. This commitment enriches our work and our working lives and has played a key part in our success over the years. It is our policy to provide equal opportunities for all employees and job applicants in relation to recruitment, selection, pay, training, working conditions and promotion opportunities regardless of age, disability, gender, gender affirmation, marital or civil partnership status, pregnancy, race, religion or belief and sexual orientation.

For more information about EDI policies and practices at the firm, please [see here](#).

For more information on our [firm values, see here](#).