

# 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 some of our 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.

## Communications Manager

### Marketing & Business Development

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### The role and candidate specification

The Communications Manager will work with the Director and the M&BD team to support in the delivery of the Firm's internal communications strategy and be part of the team responsible for the Firm's external communications.

The role holder will have a particular focus on supporting the Firm's functions and practices at all levels, in the creation and execution of an engaging range of communication initiatives and projects to complement and underpin the Firm's overall strategy.

This is a senior, hands-on role, working closely with the Firm's leadership team and providing strategic planning and editorial support to all parts of the business.

### Key dimensions

- Budget & business planning – direct influence on M&BD budget with responsibility for communications related discretionary spend budgets and contribution to functional business planning.
- Campaign development – involvement in practice and sector business development and marketing planning.
- Some external communications and agency management.
- Direct line management and supervision of the Directories & Communications Executive.

### Key responsibilities and challenges

- Provide strategic communications advice to the Firm's leadership team. Devise compelling communication and engagement plans, draft engaging content and work with internal stakeholders to create and tailor content for their key audiences.
- Lead on the review of existing channels and processes and help develop internal communication tools, templates and platforms to build the Firm's capabilities.
- Instrumental role in the management and deployment/roll-out of internal communication initiatives and campaigns. Providing strategic guidance, editorial support, advising on the development of key messages and where appropriate, assisting in training designated spokespeople in delivering these messages.



- Support in the delivery of Firm's objectives by providing advice on the most appropriate channels and best practice methods for the delivery of communications.
- Working with all parts of the firm, ensure all communication is consistent with the Firm's culture, vision, strategy and key messages.
- Write compelling content, talking points and generally support in the planning, implementation and creation of presentations for key stakeholders for Town Halls and other key internal meetings.
- Support marketing campaigns internally and externally. Partnering with relevant committees and groups to explore ways to create greater focus on current and planned activities.
- Oversee and supervise award and directory submissions, working with the Directories & Communications Executive, the M&BD team, partners and associates in the practice.
- Support the Firm in the creation and placing of external communications – in particular with legal, trade and business press.
- Demonstrate strong communications with stakeholders and colleagues.

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

- 6 years + experience in communications role
- Excellent command of language and ability to produce sophisticated and contextual communications – written and verbal
- Strong judgement and ability to make well-reasoned, independent decisions
- Experience of developing and implementing communication strategies
- Self-motivated, proactive and independent, able to work with minimal supervision but also a strong team player
- Strong client service orientation
- Ability to challenge, negotiate and drive consensus to achieve outcomes that are mutually satisfactory; shows good judgement on when to stand strong and when to compromise
- Invests in, nurtures and builds a network of productive relationships at all levels
- Organised, detailed oriented individual with good project management skills
- Strong interpersonal skills, including pleasant nature and ability to influence others
- Experience with integrated communications and knowledge of the marketing mix, including use of digital and social media
- Some experience of working with external media / business publications
- Experience in the use of CV and credentials databases, CRM tools (e.g., InterAction), digital (website, intranet), social media publication tools

## 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](#).