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## Senior Digital Marketing Executive

Department: M&BD

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### The firm

Bristows is a market leading law firm with a global client base across our core sectors of life sciences and technology. The firm has maintained its high standing in the market with the exceptional quality of our lawyers, the strength of our scientific and legal expertise and our unique firm culture driven by our core values.

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 responsibilities

- 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
  - **SEO:** Collaborate with our external agency in identifying, and implementing, improvements to page and content optimisation
  - **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
  - **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

### Characteristics, skills & experience

- 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)
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- Email marketing (e.g. Vuture, Mailchimp)
- CRM systems (e.g. InterAction)
- Standard Microsoft Office tools
- Understanding of advanced marketing principles
- Self-motivated, professional individual with exceptional communication and interpersonal skills
- Ability to follow instructions and work independently on projects
- Energetic personality with a professional, client service focused approach
- Law firm experience (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 do not monitor attendance but simply ask that everyone spends more time in the office than out of it, typically three days a week for full time staff.

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.

None of our lawyers have billing targets which means we can focus on doing the best for our clients while also having the time and capacity to assist each other in a genuinely collaborative working culture. No one is competing for hours and everyone knows they can enjoy downtime when it arrives.

## **Training & career progression**

We aim to have a coaching culture with regular informal feedback to supplement the formal appraisal process. Mentoring schemes are available for fee earners while members of the HR team can provide personal coaching and guidance in non-legal and personal management skills.

Personal and professional development is much valued at all levels so we have a generous budget which enables us to meet most ad hoc requests for additional training.

## **Reward & benefits**

Our salary and bonus structure reflects our absence 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.

## **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.

We have an active, partner-led Diversity & Inclusion group which runs awareness raising and educational initiatives in addition to ensuring that our policies and procedures remain inclusive. Our Charities

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Committee is equally busy and puts on a range of events from sporting to baking to our Christmas Craft Shop, all in aid of our Charity of the Year. 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.

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](#).