

Events & Campaigns Manager (Maternity cover)

Department: Marketing and Business Development (M&BD)

The firm

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

The firm is seeking to recruit an **Events & Campaigns Manager (Maternity cover)** to lead the planning, coordination, and delivery of the firm's events and integrated campaigns. This is a strategic, hands-on role with responsibility for delivering a wide range of initiatives, from intimate client roundtables and legal seminars to large-scale receptions and firm-hosted webinars. You will also play a central role in the development and execution of integrated marketing campaigns that support our brand, sector and practice group strategies. All aspects of event and campaign delivery are managed in-house, allowing the team to shape everything from the creative concept to execution and follow-up.

Key responsibilities

Strategic & Campaign Planning

- Design and deliver multi-channel campaign plans that align with firm priorities and key sector objectives.
- Collaborate with BD, Communications, and Digital to ensure events are supported by consistent messaging and brand positioning across all channels.
- Develop timelines and budgets for campaigns and events, monitoring performance and ROI.

Event Management

- Lead the end-to-end management of firmwide, sector and practice group events based primarily in the London office, including client receptions, roundtables, panel events, seminars, webinars and external sponsorship activations.
- Work closely with Partners and BD leads to scope, plan and execute bespoke event concepts and experiences that strengthen client relationships and enhance the Bristows brand.
- Oversee all logistical aspects of events including venue sourcing, contract negotiation, AV coordination, catering, delegate management and event staffing.
- Lead on planning and delivery of occasional overseas events in relation to key industry conferences or initiatives.
- Provide on-the-day leadership, ensuring smooth delivery, team briefing, guest experience management, and resolution of any issues.

Campaign Execution & Integration

- Work in partnership with the Digital Marketing Manager to integrate events into broader campaigns using email marketing (Vuture Vx), social media, and the firm website.
- Ensure InterAction CRM data is leveraged effectively for campaign targeting and post-event follow-up.
- Work with Communications and BD colleagues to align messaging and maximise exposure across media and client touchpoints.

Monitoring, Evaluation & Reporting

- Manage campaign and event budgets, ensuring value for money and effective cost control.
- Analyse engagement data and provide insightful reporting on event and campaign outcomes.
- Lead post-event reviews and campaign debriefs with key stakeholders to ensure continual improvement.

Team & Process Management

- Coordinate with the M&BD Executives, Assistant and Apprentice to delegate tasks and manage event workflows.
- Build strong relationships across business services, including Training & Development, Facilities and IT, to ensure smooth event delivery.
- Ensure best practices, templates and checklists are maintained for consistency and knowledge-sharing across the team.

Skills & experience

- Significant experience in a similar events or campaigns role, preferably within professional services or a comparable client-facing environment
- Demonstrable success in delivering both in-person and virtual events of varying scale and complexity
- Strong understanding of campaign planning, brand positioning and marketing integration
- Familiarity with CRM systems (ideally InterAction), email marketing tools (Vuture Vx), and webinar platforms (GoToWebinar, Zoom or similar)
- Skilled in Microsoft Office, particularly Excel and PowerPoint
- Excellent project management and organisational skills, with the ability to manage multiple priorities
- Strong communication skills – both written and verbal – with the confidence to advise senior stakeholders and present ideas persuasively
- Collaborative and proactive team player, able to motivate others and manage multiple contributors
- Professional, adaptable and commercially aware, with a focus on client experience and brand representation
- High attention to detail and ability to remain calm under pressure

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 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. 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.

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.

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](#).

