

Marketing Executive

Holmes & Hills are a large regional law firm that has grown significantly in recent years and who are continuing to grow.

The Firm's large team of solicitors and legal professionals have earned a reputation for offering a wide range of specialist legal services to individuals, businesses and local authorities across the South East and East Anglia.

Holmes & Hills has several departments specialising in a wide range of private client and commercial work. The Firm prides itself on providing expert legal services whilst keeping control of costs. For more information on who we are please see our website www.holmes-hills.co.uk and www.blackwaterlaw.co.uk.

THE ROLE

We are currently looking for someone to fill a new position within our growing marketing team. In this role you will play a pivotal part in promoting our legal services to private individuals and businesses across the East of England.

The position provides you with an excellent opportunity as a current Marketing Junior to take the next step in your career. You will be working for an ambitious Firm that has been growing revenues at a rate of 10%+ for several consecutive years and which is independently recognised as one of the region's leading law firms.

You will collaborate with the Head of Business Development in implementing and executing the Firm's aggressive marketing strategy, providing the opportunity to work across the complete marketing mix and in implementing both B2C and B2B strategies.

THE DAY TO DAY

Your day to day work will include:

- Managing the Firm's website and social media (organic and paid for) which includes keeping content up to date, monitoring performance and making recommendations
- Media planning and management
- Monitoring and managing pipelines of new enquiries
- Undertaking competitor research to provide informed decision-making
- Copywriting for digital, advertorial and promotional material use
- Planning and managing the digital advertising for the Holmes & Hills brand – with support from the Firm's full-time, in-house Digital Marketing Executive (who works exclusively for our Blackwater Law brand)
- Analysing client and market data
- Providing guidance to non-marketing colleagues on marketing matters including campaigns, networking, pipeline management, data management and social media use
- Identifying and capitalising on PR opportunities
- Briefing the Firm's design agency in relation to campaign and promotional materials, as well as other graphical assets
- Managing and negotiating with suppliers - including graphic designers, printers and media outlets

WHAT EXPERIENCE DO I NEED?

You will need to have a business or marketing related degree (or equivalent professional qualification). You must also have some marketing experience and if this is within a professional service environment it is a bonus but not essential.



WHAT SKILLS SHOULD I HAVE?

- Strong communication skills with excellent written English
- A keen interest in marketing
- Great IT knowledge
- Self-motivated

WHAT ARE WE OFFERING?

A competitive salary with a supportive, relaxed and flexible work environment.

WHO WILL I BE WORKING WITH?

You will work closely with the Head of Business Development [Philip Davies](#) and the wider Marketing Team including Katie Chan – Marketing Executive, Emily Bardell - Communications Assistant, and Sandra Trott - Digital Marketing Executive (Blackwater Law).

