

Job Description

Job Title: PR and Communications Executive

Department: Anthony Philip James & Co. Ltd (APJ)

Reports to: Managing Director

Location: Daresbury

JOB CONTEXT

APJ Solicitors Ltd is a team of legal experts with an entrepreneurial and innovative feel, dedicated to investigating, negotiating and settling a broad range of claims against a wide variety of financial services providers. Our specialist solicitors only undertake this type of work which means they are solely focussed on this area of law and are completely familiar with all the issues that surround the mis-selling of financial products.

ORGANISATION

Reports to Managing Director

OVERALL PURPOSE OF THE JOB

The role of PR and Communications Executive is a hands-on role reporting directly to the Managing Director you will be able to work independently and with little supervision, enabling you to become a vital part of our team. This is an exciting opportunity that would suit someone who is forward thinking with creative flair, and exceptional interpersonal and communication skills. You will be a PR specialist and a real ideas person having worked either in-house or within a PR agency, have excellent project management skills together with significant experience of having demonstrated creative PR campaigns that you have previously managed and which have leveraged the position of a brand with your coverage.

You will have already built relationships with the media and other influencers and can keep abreast of current case law and any changes, spot a great story, write compelling releases and adapt your writing style for everything from articles to letters to blogs and tweets. You will also have the ability to build new relationships within a wide range of publications and media organisations in order to maximise positive coverage. You will also be required to train media techniques to our lawyers.

Experience of blogging and an understanding of social media is also required as is the ability to understand the importance of digital as well as traditional PR.

PRINCIPAL ACCOUNTABILITIES

ATTRIBUTES	ESSENTIAL / DESIRABLE
Qualifications / Experience/ Knowledge/ Skills	
Experience of working as a PR specialist for a professional services company e.g. law or finance	Essential
Have a Bachelor's degree in a related subject	Essential
Have excellent organisational, project and time management skills with a proven track record handling multiple complex projects and priorities, meeting deadlines and delivering within budget.	Essential
Have experience of 'wordsmithing', proof reading and copyediting, with a strong commitment to accuracy, quality and high standards	Essential
Demonstrate creative flair, innovative thinking and the ability to interpret and, where necessary, challenge the brief and current processes	Essential
Successfully write effective marketing content	Essential
Be an energetic team player with a positive 'can do' attitude	
Able to use your initiative and leverage support where deemed necessary	Essential
	Essential
Demonstrate a high level of commercial awareness and keep up to date with current case law	Essential
Have well advanced MS Office skills including Word, Powerpoint and Excel skills	Essential
	Essential
<p><u>Duties and Responsibilities</u></p> <p>Manage social media channels, posting content and managing the firm's brand, keeping abreast of the latest developments and techniques that enable APJ's social content to stand out from the crowd.</p> <p>Work with key stakeholders to develop and deliver sector initiatives</p>	

<p>Ensure all sector marketing material is accurate, accessible online and for fee earners to use for business development purposes</p> <p>Support client communications and identify the correct target client segment</p> <p>Carry out any website modifications, adding lawyers, changing biography photos as well as biographical content</p> <p>To watch all competitor activity, law firms on line, on television, in print and do it better.</p> <p>Be a point of contact for all press enquiries and be able to step up and shut down reporter questions that are unfavourable.</p> <p>Provide copy for internal and external communications ensuring it is appropriately positioned to the audience</p> <p>Work with the Senior Leadership Team to identify new profile-raising opportunities</p> <p>Liaise with HR on all internal communications</p> <p>Produce, evaluate and report on marketing metrics/analytics</p>	
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DECISION MAKING AUTHORITY

Decisions to be made in line within Company and SRA guidelines

RELATIONSHIPS

Internal: All Employees.

External: Professional peers, customers, media, outside agencies