# Job Description: Marketing Executive

Department: Marketing

Reports to: Marketing Director

Salary: £20,000 - £24,000 dependant on experience

Location: Daresbury/Manchester - Full Time

**JOB CONTEXT**

Anthony Philip James and Co Ltd is established as a leading legal firm specialising in financial mis-selling.

Our solicitors are responsible for claiming financial redress for our customers where it can be demonstrated that the relationship between the customer and the lender is unfair, or if you were given the wrong advice when taking out a loan or pension investment (SIPP). Using the courts, they have a wide range of powers available to put it right. The objective is to ensure that financial providers are made accountable for their actions, including the advice given and ensure that the customer receives adequate compensation if that advice was withheld or wrong.

As a key support function, the Marketing Executive’s role is to maximise APJ’s digital and social presence online and in the press.

Authorised and regulated by the Solicitors Regulation Authority (SRA), treating customers fairly is at the heart of the decisions we make. The Marketing Executive is responsible for ensuring that all content is delivered with the best interests of the client at heart and that all compliance regulations are adhered to.

**OVERALL PURPOSE OF THE JOB**

The role of the **Marketing Executive** is to work very closely with the Marketing Director as well as other key people in the business. You will support the firm’s internal and external communications activities and promotion of the firm's brand and reputation to the media and other external audiences. The Marketing Executive will also maintain the firm's social media platforms planner and execute and administer communications published on the firm's website and other portals.

**PRINCIPAL ACCOUNTABILITIES**

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| **ATTRIBUTES** | **ESSENTIAL / DESIRABLE** |
| **Duties and Responsibilities** | |
| Key Duties but not limited to:   * Keeping the website, blog, content and other related digital channels up to date * Responsibility for maintaining and growing our social media and blog * Co-ordinate marketing requests from different departments * Help create and deliver the digital marketing strategy the expand the company’s online community and promote brand awareness * Working alongside the marketing director & litigations teams creating, developing and executing the PR strategy to raise our profile in our industry this will include drafting and distributing press releases, directory submissions * Telling the APJ story through well researched, thought provoking content * Working with the wider teams to put together case studies, research pieces interviews and surveys/polls * Being reactive to the media and managing incoming media enquiries, build relationships with key law and financial media * Maintain and manage a calendar of legal and industry awards. * Work closely with external agencies and suppliers | |
| **Qualifications / Experience** |  |
| 1+ years proven marketing experience. | Desirable |
| **Knowledge and Skills/Requirements** |  |
| Excellent written, copywriting and verbal communication skills is vital  Excellent organisational and time management skills  Experience of managing corporate social media accounts e.g. Linked in, Twitter, Facebook  Strong MS Word, Powerpoint & Excel skills required  Experience of digital platforms such as email marketing, analytics etc. | Essential  Essential  Desirable  Essential  Desirable |

## RELATIONSHIPS

Internal: All levels of staff at all Sites.

External: Professional peers, suppliers, 3rd party agencies