

HOWARD KENNEDY



SPACE TO BE EXTRAORDINARY





Welcome message

At Howard Kennedy you have the space to be extraordinary.

Rewarding work with great clients and exceptional colleagues. Plenty of responsibility and the chance to make a real difference in an agile, growing firm. For the right person, Howard Kennedy is a place to actively develop your business practice and career.

Whether you are an ambitious and talented individual wanting to hit the ground running from day one, or an established professional looking for a new opportunity, Howard Kennedy is the firm where you can really make it happen.

The firm has earned a strong reputation for its exceptional and uniquely talented people who between them deliver outstanding results for clients. In a firm of our size, our strong team dynamic creates a thriving culture of creativity and entrepreneurialism. Howard Kennedy is a pragmatic and non-hierarchical environment where success is shared, and you are proactively encouraged to thrive at your own pace.

Our distinctive culture is built on fairness and respect. Guided by the firm's values of 'Talk Straight, Think Smart, Be Yourself', everyone in the firm holds equal value, and everyone plays their role in supporting, encouraging and inspiring colleagues to do their best work.

At the same time, Howard Kennedy recognises and rewards individualism, celebrating the diversity of its people and supporting them to grow their practice and drive their own career advancement.

As well as client work, there is opportunity to broaden your horizons at the firm with fulfilling pro bono and charity projects. And we have a regular social calendar full of wellbeing activities, charitable and social events too.

Craig Emden

Chairman

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About us

We are a London based, full-service law firm, specialising in providing straightforward advice on domestic and international matters. With almost 200 lawyers in one location, we ensure our clients have the right team to help them get from where they are to where they want to be. We advise major corporates and institutions as well as entrepreneurial, ambitious enterprises which are often privately or family owned, or private equity backed. As well as our significant business law capability, we are one of only a few London-based law firms with a large private wealth offering. Our clients find our straightforward approach a compelling alternative to larger, less personal firms.

We are a firm with ambitious plans. In the international arena, we have been a member of Meritas and Lawyers Associated Worldwide for many years working with a truly global range of clients across the Middle East and Israel, Africa, Asian subcontinent, Far East, Western Europe, and the US.

Our Values

Our values act as a built-in compass, guiding us in the way we behave, the things we say and the decisions we make.

Talk Straight

Think Smart

Be Yourself



Howard Kennedy at a glance

We have almost 200 lawyers operating out of a single London office so we can be agile and responsive in our decision making and more collaborative in our working style.

At least a quarter of our revenue comes from outside the UK. Our clients' needs often have an international component and the requirement is growing.



500+

People

25%

International work

195+

Lawyers

70+

Countries

70+

Partners

2

International legal networks

SECTORS AND SERVICES

We are a full-service firm organised into 17 legal service teams and a focus on seven key sectors.

- Energy
- Investment Funds
- Media & Entertainment
- Private Wealth
- Real Estate
- Retail & Leisure
- Sport

74.4m

2023/2024 revenue

Why Howard Kennedy?

LEARNING AND DEVELOPMENT

At Howard Kennedy you have the space you need to be yourself, while working with some of the most brilliant minds who will inspire, challenge and support you every day. We will nurture you as you grow your career, while recognising that everyone's goals and aspirations are different.

There are established career frameworks in place for both lawyers and support services. Our talent development programmes are designed to enable our future leaders to achieve their potential and ensure succession for key roles. At the same time, development is available to everyone regardless of your aspiration.

RESPONSIBLE BUSINESS

Our responsible business strategy is designed to impact our society and world in which we operate. We focus on six strategic areas, People; Environment; Social Impact; Ethics and Supply Chain, Clients, which were designed through engagement with our people, clients and suppliers and have a comprehensive plan of delivery behind each one. We encourage our people to get involved.

WELLBEING

The wellbeing of every employee at Howard Kennedy is important to us and the future of our business. The health and financial needs of our people are supported through employer-funded private medical insurance, the Employee Assistance Programme, Occupational Health support, free independent mortgage advice and access to a 24/7 virtual GP service. We also offer free and confidential counselling for anyone that needs it.



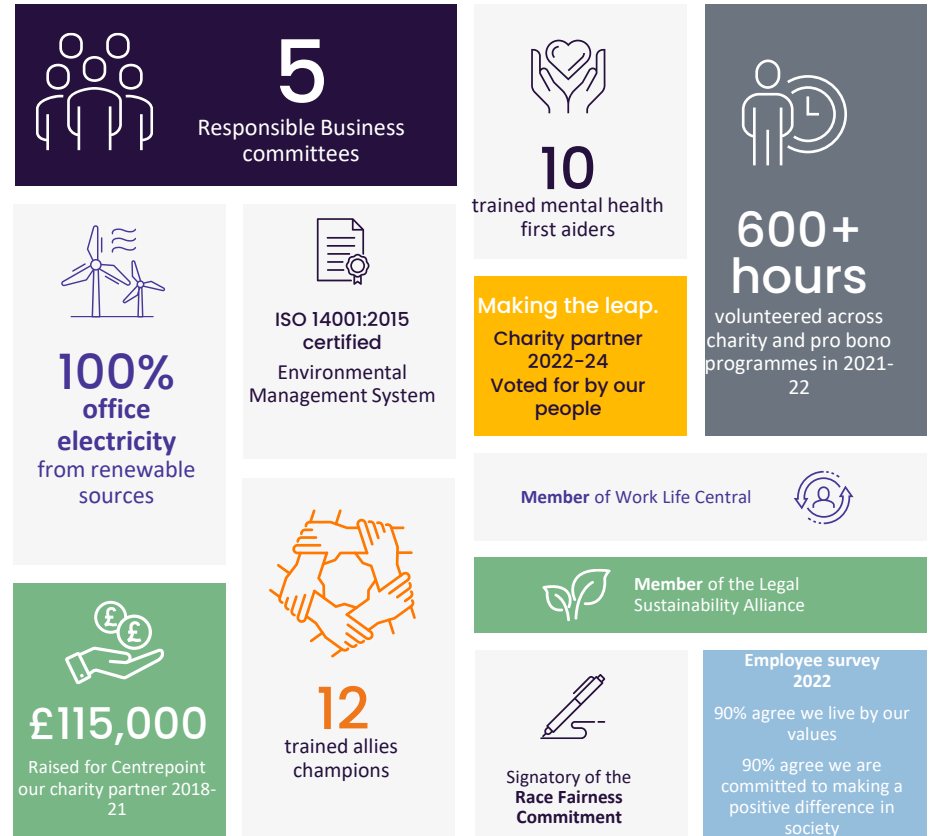
Responsible Business

Guided by our values, we're committed to inclusively and sustainably supporting our people, our clients, our communities, and the environment.

At Howard Kennedy, we take our responsibility to manage the impact we have on the world in which we operate, seriously. That's why responsible business is a core part of our business strategy. It's seen as essential in helping us achieve our vision to be a progressive, independent and profitable business

As a responsible business we focus on:

- **People:** Nurturing an inclusive, values-driven culture where everyone can be themselves, with their development and wellbeing at the centre.
- **Environment:** Working to reduce our environmental impact and promote environmental awareness and responsibility among our people.
- **Social Impact:** Promoting equality of opportunity and access to justice by sharing our time and skills through volunteering, fundraising and pro bono services.
- **Ethics:** Ensuring and maintaining the highest standards of professional integrity, operating ethically with clear and transparent governance.
- **Supply Chain:** Working with suppliers who are compliant, responsible and share the same values as we do.
- **Additional:** We're helping our clients to achieve their own Environmental, Social and Governance (ESG) ambitions offering support with a range of issues.



The Role

Marketing Manager

We are seeking a proactive and strategic Marketing Manager to play a pivotal role in shaping and delivering our integrated marketing strategy. This is an integral role with both strategic influence and hands-on delivery, blending stellar digital expertise with brand knowledge and campaign experience. You will work closely with partners, fee earners and the wider business development & marketing team to drive brand visibility and enhance the firm's reputation supporting the successful execution of our firm and BD & Marketing strategy.





Main Responsibilities

In this interesting and varied role, you will be across:

Strategy & Campaigns

- Support the head of MarComms in developing and implementing integrated marketing strategies aligned with firm's objectives and business development plans, particularly from a digital perspective
- Collaborate with partners, fee earners, and the wider BD team, supported by Communications and Marketing Executives, to create insight-led, measurable campaigns
- Lead multi-channel campaign planning integrating traditional marketing, and digital channels to reach target audiences effectively
- Direct performance driven campaigns using a test-and-learn approach (including A/B testing), optimising for measurable ROI
- Own the firm-wide content calendar, aligning topics with business development priorities and market opportunities to ensure timely, relevant, and coordinated output across all channels
- Conduct market research using insights to guide campaign development, strategic messaging, and thought leadership initiatives

Digital & Data

- Define and lead the firm's digital marketing strategy across all channels, ensuring alignment with firm goals, supported by the Digital Marketing Executive
- Develop and maintain a digital roadmap aligned with firm strategy, identifying opportunities for innovation, automation, and emerging technologies
- Embed digital best practice, leveraging SEO, paid media campaigns and social media to maximise reach, engagement, and conversion
- Use analytics tools (Google Analytics, Siteimprove, LinkedIn Analytics, and CRM data) to report on performance, generate insights, and inform strategic decision-making

Main Responsibilities

- Lead website strategy as a business development and client engagement tool, overseeing UX, content hierarchy, SEO, and conversion optimisation
- Lead the end-to-end website replacement project, overseeing strategy, stakeholder engagement, UX design, content migration, SEO, and technical implementation to deliver a high-performing website that engages visitors and provides an experience of our firm that reflects our brand
- Champion digital innovation by piloting emerging tools, platforms, and techniques
- Lead digital capability-building across the firm through training, best practice, and knowledge sharing
- Manage the relationship with our digital agency ensuring they work as an extension of our in-house team

People management & Collaboration

- Provide guidance to existing team members, help to foster a culture of creativity, collaboration, and innovation, while empowering them to act as strategic advisors
- Work closely with cross functional business services team to ensure marketing activity supports wider firm initiatives
- With support from IT, own the marketing technology stack, including Passle, analytics tools, and integrations
- Design and deliver training programmes for lawyers and fee earners on LinkedIn, employee advocacy, and best practice digital engagement

Governance & Brand Compliance

- Ensure all marketing activity adheres to brand guidelines, regulatory standards, and internal governance policies
- Collaborate with risk, IT and cyber team where necessary to maintain consistency, compliance, and integrity across digital channels





About you

Ideally you will be able to demonstrate;

- Proven experience in marketing within professional services or an agency environment
- Extensive digital knowledge and experience
- Strong understanding of performance marketing, digital analytics, and user experience principles
- People management or mentor capabilities
- Excellent stakeholder management and communication skills
- Experience managing external agencies



Want to know more?

Our firm champions individualism and thrives on dynamic teamwork. We've built a strong reputation on the success of our exceptionally talented people – each of them bringing a unique set of strengths, skills and perspectives that when combined, lead to outstanding results for our clients.

However you want to progress your career, Howard Kennedy can help you make it happen.

Join us, and find your space to be extraordinary.

If you'd like to know more about this role please get in touch with the contact listed below.



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