

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

Managing Partner

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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

60+

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

64.9m

2022/2023 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.



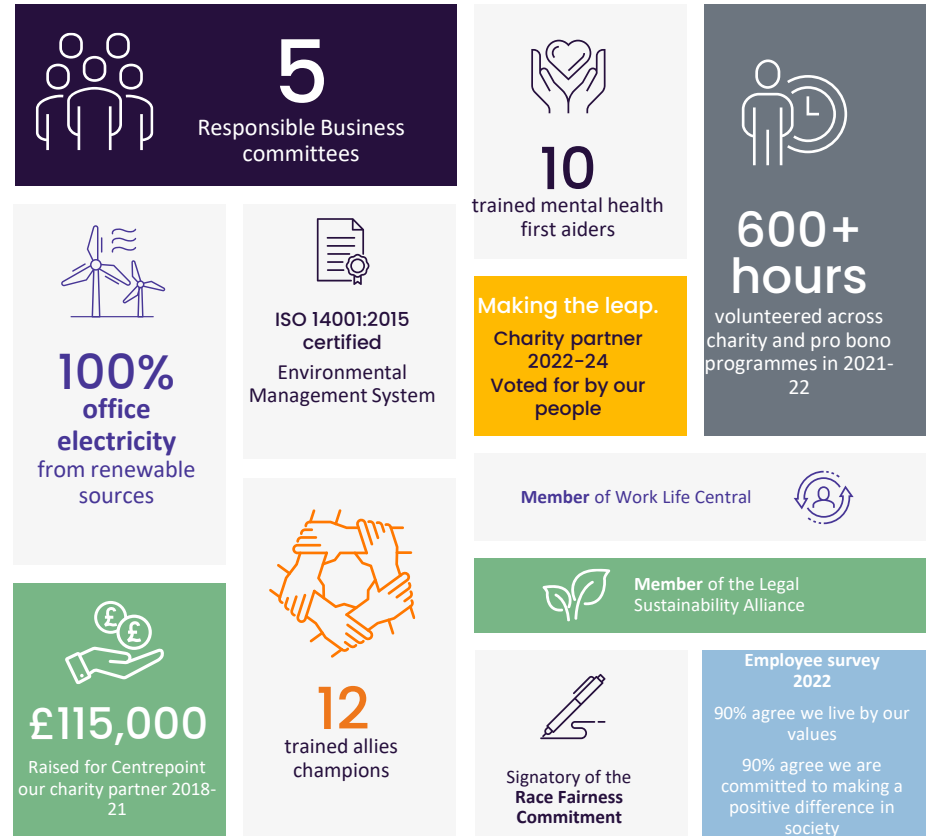
Responsible Business

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

CRM Assistant

Job spec :

We are looking for a CRM Assistant to join our Marketing & Business Development department. You will assist with the day-to-day running of the firm's CRM tools (OnePlace and Introhive), CRM and business development projects, improvement of data quality, client segmentation, and general support of the CRM user base.





Main Responsibilities

- Improving the overall quality of data stored in the firm's CRM system (OnePlace), which is key to accurate reporting and insight. Reviewing newly added contacts and companies, approving mismatched data, merging duplicated records, archive old data, and populating missing information for targeted prospects and key clients.
- Proactive management of data integrity of the system, such as undeliverable emails, out of office messages and returned mail following direct marketing mailings. Undertaking 'bounce-back' process and liaising with contact owners about employment changes.
- Overseeing an automated process of CRM accounts and maintaining the log of new joiners and leavers for training and marketing list management purpose.
- Researching new clients and assigning company industry sectors. Reviewing allocated sectors as a wider initiative of our sector review project that will enable our cross-sector initiatives and targeted communications to our categorised audiences.
- Guiding the Business Development team on data tagging and marketing list building.
- Assisting with running of client and prospect reports crucial to business development activities.

Main Responsibilities

- Supporting the CRM Manager with the implementation of the CRM communication and training plan by creating and updating training guides and video tutorials and building intranet pages for the CRM toolkit.
- Providing first line support – assisting users with their daily queries, educating them on best practice, or directing them to quick reference guides.
- Testing the CRM systems following new product releases, troubleshooting integration or tech issues raised by users, logging tickets, and liaising with the CRM suppliers, internal IT, Finance tech, and Digital Marketing teams to find resolutions.
- Working with the Digital Marketing team to supplement marketing content readership stats with CRM data. Learning the email platform, Vuture will be beneficial.
- Assisting with OnePlace layout design and dashboard improvements, editing pages, building new reports, amending existing reports for additional filter and more granular data requests.
- Running user adoption metrics to help monitor gaps or success amongst practice teams, and share ideas of improving user buy-in.
- Being involved in our new firmwide projects where output is reflected in the CRM, such as the Alumni programme, taxonomy, i.e., data governance project, Experience project, international referrals programme, annual business plans and other initiatives set to meet firm's goals.





About you

Ideally you will be able to demonstrate;

- A strong interest in CRM systems, database structures and data processing
- Sound knowledge of Excel and some experience of database structure
- Analytical skills with high levels of accuracy and keen attention to detail
- Effective communication skills
- The ability to work independently and as part of a team
- An enthusiastic, motivated and proactive approach to work



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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