

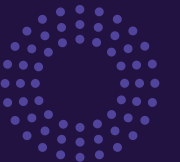


HOWARD KENNEDY

# Your straightforward guide to working at Howard Kennedy

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Head of Marketing and Communications (Maternity Cover – 8 month  
FTC)



# Welcome message

## There's something special about Howard Kennedy.

We can sum it up in a single word: Straightforward.

The market evolves constantly, as do our clients' needs. We must always be ready to meet these changing demands. Our clients are after a lot more than sound advice. They want experts who bring clarity to daunting challenges in areas. It's people who matter most to them – they look for someone they can work closely with, who understands their business and who is there for the long haul.

That's why it's important that people who come to work for us have the same vision and values.

As a law firm we aim to provide straightforward commercial advice to our clients in a world of uncertainty, and to be a place where people thrive and our values prevail.



**Craig Emden**

Managing Partner

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# About us

We are a London based, full-service law firm, specialising in providing straightforward advice to entrepreneurial businesses and individuals on domestic and international matters. With over 150 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.

## 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 over 150 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.

**375+**

People

**150+**

Lawyers

**55+**

Partners

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.

**25%**

International work

**70+**

Countries

**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

**£56.9m**

2020/2021 revenue







# Why Howard Kennedy

## Working practices

We are a modern employer and strive to continually strengthen our inclusive, values driven culture to create a place where we belong and feel respected. The wellbeing of our people is of top priority and our strategy includes a focus on the physical, psychological, financial and relational wellbeing.

## Training and development

Our aim is to provide the opportunities for our people to be the best they can be, to drive change and to meet our strategic objectives. There are established career frameworks in place for both lawyers and support services. We also run a top talent programme for all employees. These are designed to enable our top performers to achieve their potential and ensure succession for key roles within the firm.

## Responsible business

All businesses impact the world in which they operate in some way. While we have been undertaking a range of initiatives to encourage the positive and reduce the negative impact of everything we do for some time, we have recently formalised our approach. This was achieved through engaging with both internal and external stakeholders.

## Wellbeing

The wellbeing of every employee at Howard Kennedy is important to us and the future of our business. This has been a particular focus for the management during the Coronavirus outbreak. The health needs of our people are supported through employer-funded private medical insurance, the Employee Assistance Programme, Occupational Health support and access to a 24/7 virtual GP service. We have also offered free and confidential counselling during the lockdowns.

# Job description

## THE ROLE

We are looking for an experienced Head of Marketing Communications to join our team to cover a maternity leave.

The Business Development (BD) and Marketing team at Howard Kennedy is comprised of the BD team, who support our sector and other specialist go-to-market groups, the Digital Marketing team, responsible for the optimisation of the various platforms we employ and the Marketing Communications team, who design and implement all aspects of our brand and communications strategy.

## KEY PROJECTS

During this period the maternity cover will need to deliver on several key projects.

- Implement the changes from the brand refresh and entrench within the firm through an internal communications programme
- Implement the communication plan for the new Employer Brand
- Implement new PR and internal communications strategy developed by incumbent

**Job title:** Head of Marketing and Communications

**Position Type:** Maternity Cover (8 month FTC)

### Benefits:

- Competitive salary
- 25 days annual holiday
- Permanent Health Insurance
- Life Assurance
- Interest free Season Ticket Loan
- Private Healthcare
- Pension Scheme
- Staff Introductory Scheme
- Employee Assistance Programme

## ROLE RESPONSIBILITY

### Management:

- The role has line management responsibility for three people, as well as coordinating with the Digital Marketing team.
- Management of the Marketing & Communications budget.

### Brand:

- Be the brand guardian for the firm, including our visual identity, tone of voice, the experience we create in our office and tangible items such as brochures and merchandise.
- Continually review and reinforce the firm's brand proposition for clients and prospects.
- Manage external supplier relationships such as design, print, and merchandise.

### External Communications:

- Utilise PR and broader communications tactics to achieve maximum impact and position the firm as an expert in its areas of expertise.
- Provide copywriting and editorial expertise and guidance in support of firm and go-to-market group's business goals.
- Advise and support the BD team on go to market group campaigns, events and thought leadership.
- Manage our retainer with our PR agency and proactively work with them on our corporate communications.
- Work closely with the Director of Business Development & Marketing to manage any potential reputational risk.

### Internal Communications:

- Work closely with the Management Committee to cascade and communicate their strategic communications.
- Oversight and development of our innovative and engaging internal communications plan, coordinating all our internal even and initiatives delivered by our Internal Communications Executive.

## ABOUT YOU

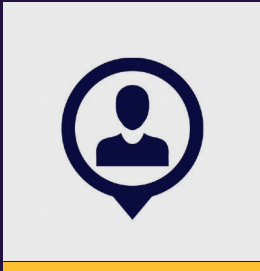
### Ideally you will be able to demonstrate:

- Proven experience of successfully developing and delivering communications strategies within a professional services environment, ideally in the legal sector.
- Enthusiasm, energy, and commitment and the ability to gain the respect and trust of Partners and business services colleagues at all levels of seniority.
- Confidence and gravitas to encourage doing the right thing.
- A creative, proactive and enthusiastic approach, bringing new ideas to the table.
- Flexibility and adaptability with exceptional oral and written communication skills and a high level of attention to detail.
- A proactive team player, who is analytical, tenacious, adaptable and self-motivated and who thrives when working under pressure and to tight deadlines.
- Great team leadership skills, including the ability to get the most from your team through coaching and mentoring.

# Want to know more?

People are the key to our success, so it's important that we can attract and retain the very best. As well as being driven to deliver the very best client experience, you'll also need to be someone who lives our values. We want you to help us shape our future.

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



**Laura Cooper**

Recruitment Manager

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