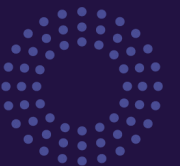




HOWARD KENNEDY

Your straightforward guide to working at Howard Kennedy

Digital Marketing Manager



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

This is an excellent opportunity for a Digital Marketing Manager to join our Marketing & Business Development (BD) team reporting to the Head of Digital Marketing. The Digital Marketing Manager will be supported by a Digital & Communications Executive and an AV Administrator, who will be their direct reports. They form part of the wider Marketing & Business Development team of 17 people in total.

The role of the digital team is to identify and optimise all our routes to market, be responsible for how they operate, and how we report on our activity. We work side by side with the Marketing & Communications team to optimise our content and content strategies so that they perform to their best potential. We also work closely with the BD team to identify leads and processes to engage with them. The Digital Marketing Manager will play a central role in all these activities.

You will be a hands-on dynamic digital marketing expert. You will take ownership of the firm objectives and identify and drive opportunities for the digital team to contribute to these.

You will be responsible for shaping the future direction of our digital channels through a programme of continuous improvement.

You will also be a vocal and persuasive advocate for change through internal communication and education.

Job title: Digital Marketing Manager

Position Type: Permanent

Reports to: Head of Digital Marketing

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

- Contributing to digital strategy set by Head of Digital – especially in relation to optimisation work needed to ensure our tech stack is robust and fit for purpose.
- Defining our social media strategy in agreement with Head of Digital – you will be responsible for setting our social media strategy and ensuring its application through our social media tools including Hootsuite.
- The day-to-day management and optimisation of all our digital platforms including Sitecore, Siteimprove, Passle, Vuture email and print, InterAct/Intranet, GatherContent, Monday.com and Hootsuite.
- Working with Head of Digital to ensure we maintain a high standard of SEO best practice with our content. And liaising with our digital agency on technical SEO improvements where necessary. Always staying ahead of algorithm updates and monitoring our overall SEO performance.
- Developing a data and reporting strategy with input from Head of Digital. Including standardising responses to day-to-day reporting requests using Sitecore, Siteimprove and Google analytics.
- Digital marketing education firm wide. Including best practice theory scheduled theory sessions. And responsive practical training on an ad-hoc basis.
- Ensuring strict risk compliance (e.g. GDPR & PECR)
- Standardising and optimising our in-house video and podcast creation capabilities alongside our AV administrator
- Digital budget management
- Advertising and sponsorship – you will standardise and improve our paid advertising efforts.
- Digital brand guardianship – all members of the team are tasked with ensuring our brand is applied appropriately online.
- Project management – all members of the team are expected to own and drive various projects.
- Digital innovation projects – working closely with the Head of Digital you will be involved in the identification of new technology and process opportunities. You will be aware of and involved with all projects. And you will lead on a selection of these.
- Enabling internal and external comms platforms – you will work closely with the marketing team to enable and optimise our comms channels.
- Hero content creation – each team member is responsible for running several campaigns throughout the year.
- Hygiene content creation – you will be responsible for organising the maintenance of our standard digital copy such as expertise and profile pages.
- Copy editing – you will be responsible for maintaining the highest standards of copy editing. Ensuring all digital copy is in house-style and optimised for SEO.
- Agency management – you will be responsible for managing the relationships with many of our digital agencies.
- Hub content creation – you will support the BD team's efforts to create sector and service aligned content via Passle.

REQUIREMENTS

- Previous Digital Marketing experience in a legal or professional services environment.
- Excellent oral and written communication skills.
- Ability to work well in a deadline driven environment, managing multiple priorities.
- Excellent organisational skills and time-management skills.
- Excellent attention to detail.

ABOUT YOU

We are looking for someone passionate and driven. We need someone who will contribute new and fresh ideas to our digital strategy, as well as maintaining the highest standard of day-to-day digital maintenance. This role will suit someone who's willing to challenge the way things are done and voice their opinion.

You will be motivated to drive your own education ensuring that you are at the forefront of the ever evolving digital landscape. You will knowledge share and educate the rest of the Marketing & BD team with a particular focus on developing your direct reports.

You will need to be solutions focussed, work in an agile way and be adept at project management.

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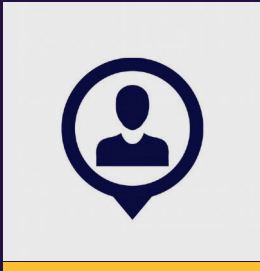
We're proud of our journey. Without losing sight of where we've come from, we are focused on where we're going. We are evolving and growing every day. And just like our clients, we are ambitious and moving forward.

CRAIG EMDEN, MANAGING PARTNER, HOWARD KENNEDY

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.



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