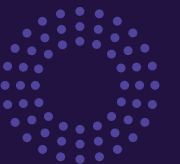




HOWARD KENNEDY

Your straightforward guide to working at Howard Kennedy

CRM & Digital Marketing Apprentice



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.



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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 role works closely with the CRM Manager to assist with the day-to-day running of the firm's CRM tools (OnePlace and Introhive). The individual will be heavily involved in the delivery of high-quality data and cutting-edge CRM solution in support of the firms CRM migration project.

In addition, the individual will be supporting our Digital Marketing team with a variety of tools and processes from email, to website, to social media.

The individual will undertake their Level 3 Digital Marketer apprenticeship and will be supported to achieve the competencies required for the apprenticeship within this role.

ABOUT YOU

Ideally you will be able to demonstrate:

- Excellent organisational skills
- Ability to maintain accuracy and attention to detail
- Effective communication skills, both written and oral
- Ability to work independently and as part of a team
- Sound knowledge of Microsoft packages including Outlook, Excel and PowerPoint
- An interest in developing solid knowledge of database structures and data processing
- Strong interest in digital marketing systems
- Ability to understand the wider impact of actions

Job title: CRM & Digital Marketing Apprentice

Position Type: Fixed term contract (Apprenticeship)

Reports to: CRM Manager

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

CRM support

- Review of newly ingested contacts and companies to ensure they meet our data entry guidelines and the contact onboarding process (Welcome email)
- Responsible for the bi-weekly "Welcome email reminder" procedure from running the contact search report in OnePlace to sending the reminder mailing via Vuture
- Research of clients and allocation of our defined company sectors in OnePlace to enable our cross-sector initiatives and targeted communications
- Responsible for the data cleanse procedures – updating or deleting bouncebacks, merging duplicates and archiving stagnant contacts.
- Managing CRM accounts of new joiners and updating employees' details.
- Running of bi-weekly BD activity reports for three departments – checking meeting activities with selected partners ahead of the report circulation, removing irrelevant activities and tidying up the reports.
- Support the CRM Manager with the implementation of new CRM platform, Intapp - testing data field mapping, report designs, page layouts, and system integrations with HR, 3E, Vuture and Introhive.
- Assist with the creation of the new CRM training guides and video tutorials.
- Support the Events and BD teams with CRM enquiries; e.g. building a list, merging a duplicate contact, running reports.

Digital Marketing support

- Being involved in the support of email marketing with a focus on event support. Including understanding our automated processes using triggers and variables.
- Support on written copy for events.
- Social media creation relating to those events.
- Running regular reports from Hootsuite (social media), Vuture (email), Sitecore (website) and Google Analytics and Data Studio
- Regularly reviewing CRM reports relating to the website (such as identified contacts) and cross comparing for interesting activity from targets.
- Becoming an expert on our website form/ email marketing/ CRM integration. Regularly monitoring and reporting on form completions in relation to campaigns.
- Support digital executive with Siteimprove platform – optimising content for SEO and identifying and proposing solutions for technical issues.
- Running PPC campaigns on LinkedIn and analysing the results.
- Running our new starter process, communicating with new internal stakeholders and onboarding them to our marketing technology solutions.

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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