

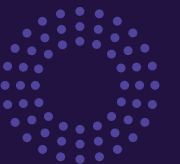


HOWARD KENNEDY

# Your straightforward guide to working at Howard Kennedy

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Senior Communications & Content Executive



# 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. 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.

**450+**

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 dynamic content specialist to join our BD & Marketing team. The purpose of this role is to help create outstanding, original content marketing that showcases the breadth of our legal expertise and reinforces our brand proposition.

Reporting to the Head of Marketing & Communications, you will be working closely with the wider marketing, digital and business development team.

The role will be responsible for drafting, creating, reviewing and optimising our content. You will have the opportunity to work across a wide range of media platforms and content topics and have creative license when it comes to implementation.

We are looking for someone who is highly motivated, curious, adaptable and an excellent communicator. We expect you to have the ability to understand the bigger picture, as well as being able to summarise the issues at stake and position these in way that will attract and engage our clients, intermediaries and prospects. You will also need to be able to weave in the messaging and brand story of our firm.

CRAIG EMDEN, MANAGING PARTNER, HOWARD KENNEDY

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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.

**Job title:** Senior Communications & Content Executive

**Position Type:** Permanent

**Reports to:** Head of Marketing Communications

- 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

The role requires a passion for writing and an inquisitive nature. It is focused on developing strong copy for our marketing campaigns and brand activation across our digital and corporate communication platforms.

**Copy creation:** Creating copy and content across a variety of platforms, specifically the web, social media, PR and email marketing, you will display a high attention to detail. You will need to be able to adapt copy for multiple and varied audiences and optimise it for both external and internal communication channels.

There are three segments of external copy for which you will be responsible. Each requires a different approach, as set out below:

- **Hero** – detailed below, you will be responsible for working with internal stakeholders on firm-wide and targeted campaigns for specific audiences (Go to market group - GTMG campaigns).
- **Hub** – you will work closely with our Business Development colleagues to provide training and guidance to lawyers who wish to create regular content via our blogging tool, Passle. You will provide training on writing well and provide support in creating content plans.
- **Hygiene** – you will be responsible for the copy editing and maintenance of all of our permanent website copy, such as profile pages, expertise pages and our about us and careers section. You will run an annual re-write process for lawyer profiles, and a regular review of all other pages with stakeholders.

**GatherContent:** You'll have responsibility for our content management platform Gather Content. This provides a process for ensuring the quality, consistency and governance of our content. You will be responsible for shaping this process (alongside the Head of Digital Marketing) and for its day-to-day operation. You will utilise it in your content projects across the firm and work with our lawyers to boost adoption.





**Firmwide brand building and campaigns:** Supporting the Head of Marketing & Communications, you will manage the content creation and delivery of firmwide campaigns to build awareness of the firm's positioning, client base and values / approach.

**GTMG campaigns:** Demonstrating an understanding of the markets our clients operate in and the issues they're facing is a big driver of law firm favourability. You will align closely with the BD and Digital Marketing teams to develop content which brings to life our go-to-market group (GTMG) plans. This will include interviewing subject matter experts to establish bold, differentiated talking points. You'll also review and edit articles, emails and website pages to ensure they are optimised and fit for digital publication.

**Consistency and tone of voice:** Through being involved in all our content, you will ensure our brand messaging is communicated consistently through all our communications. You'll maintain and evolve the standards for firm's tone of voice and style across all internal and external touch points to ensure consistency and accuracy.

**Communications management:** You will be responsible for the management and co-ordination of all our communication through our project management tool, Monday.com.

**Awards and directories:** We celebrate the success of our people and teams, our clients and our responsible business initiatives through participation in various award schemes and ensuring favourable mention in industry directories. You will be involved with reviewing submissions produced by our Business Development colleagues and you'll be responsible for coordinating the communications needed for the promotion through external and internal platforms.

**Social media:** You will manage the firm's social media content co-ordination through Hootsuite. Keeping an overview of overall share of voice, flag when things get missed, spot opportunities for content and cross-selling/sharing, spot opportunities for repurposing content. This can include creating support assets via Canva/Photoshop or for larger assignments, briefing in the Junior Rich Media Editor. You will work closely with the Digital Manager who sets the social media strategy and is responsible for the technical performance and processes relating to the platform.





## ABOUT YOU

You will be able to demonstrate;

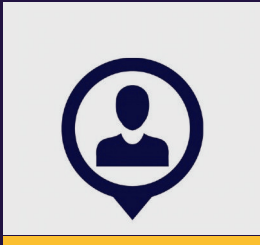
- Intellectual curiosity and the ability to understand and simplify complex themes
- A collaborative approach with the ability to contribute to creative discussions and processes
- A strong understanding of business issues, trends and current affairs
- Experience of writing, editing and producing content for a business audience
- A brilliant eye for detail and a commitment to quality and accuracy
- Understanding of branding and the importance of a clear, consistent brand voice and key messages
- Experience of integrated multi-media content and campaigns



# 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**

Senior Recruitment Manager

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