

Marketing & Business Development Manager

Introduction

Town Legal LLP was set up at the end of 2016 and has grown steadily each year. We are now the leading boutique planning law firm, based in London, working across England and Wales. Focusing on one area of law has allowed us to carve out a unique brand in our market place. We have been voted the most highly rated planning law team in the country in Planning Magazine's 2019-2023 surveys, we were awarded Boutique Law Firm of the Year at The Lawyer Awards in 2020, we have featured in The Times survey for Best Law Firms 2020 -2023 and rank highly in the legal directories.

Role and responsibilities

Due to our continued growth and successes over the years, we now need to strengthen and professionalise our Marketing & Business Development function. Whilst this will be a standalone role, you will have full support of Partners, Fee Earners and the Business Services teams with carrying out the relevant activities:

- Planning and executing practice-specific Marketing & BD initiatives relating to client targeting and development, promoting our service offering, raising our profile in the industry and developing new business.
- Monitoring implementation of the Marketing & BD strategy, reporting on progress and managing spend against budget.
- Gathering insights on the industry, market, clients and professional contacts, which will help to inform and develop the Marketing & BD strategy. Providing analysis on client trends, fees, cross-selling opportunities etc.
- Maintaining a suite of innovative marketing collateral, including Partner and Associate credentials, pitch content, brochures, etc. and ensuring content is concise and up to date.
- Organising a range of BD events, including those which we host e.g. breakfast round-tables, webinars, client parties, etc. as well as significant industry events i.e. MIPIM, Joint Planning Law Conference. This includes identifying target audiences, managing invitations, event attendance, and reporting on ROI.
- Proactively seeking out profile raising opportunities e.g. conference speaking slots and sponsorships, thought leadership reports, client roundtable discussions and seminars, PR opportunities, etc.
- Leading the preparation and submission of pitches. This includes setting up the preparation timetable, gathering credentials, producing a first draft of the document and relevant graphics, coordinating production of the final proposal document, liaising with the pitch team, coordinating interview rehearsals, creating pitch precedents and maintaining the pitch library.
- Developing press opportunities and facilitating relations, drafting press releases and generally working to enhance our public visibility.
- Maintaining website content and social media channels, maximising engagement and leveraging on specific trends and relevant hot topics.
- Leading the preparation and annual submissions to the Directories and for Awards.
- Managing, and advocating the use of, our CRM system (Hubspot). Utilising this to plan, build and execute innovative email marketing campaigns and deliver our monthly newsletter.
- Contributing to and driving initiatives that support our CSR programme.

What you'll need to succeed

You will be working in a small yet dynamic and fast-paced environment which will require a “hands-on” and “can-do” approach to anything that comes your way. In addition, we are looking for someone who has:

- Similar Marketing and BD experience at Senior Executive or Managerial level in a law firm, built environment consultancy or architectural practice
- a relevant Marketing qualification (preferred)
- a creative flair and eye for detail, ensuring marketing collateral and online content consistently look great
- excellent communication skills, both written and verbal
- strong organisational skills
- a professional and proactive approach
- initiative, enthusiasm and the ability to work flexibly and independently
- proficiency in IT (graphics, website design, pitch software skills, CRM systems and social media channels)

Whilst we are open to flexible working and an element of homeworking, we will be encouraging a consistent presence in the office to facilitate close liaison with the team.