

Campaigns Executive

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Company: Weightmans

Location: Manchester

Category: other-general

About your new role

PLEASE NOTE: This role is not on the list of occupations eligible for sponsorship under the Skilled Worker route

As an integral member of our Marketing department, you will help to support Weightmans' marketing processes. Our Marketing department is made up of a number of team including business development, communications, CRM, events, profile raising, and projects.

As a Campaigns Executive, your primary objectives will include:

Being responsible for assisting the team with the implementation of the marketing plan within budget

Executing effective campaigns for the Firm in support of agreed business plan objectives

Working with the Campaign Manager and/or Head of Communications & Campaigns on specific projects as required

Your other key responsibilities will include:

Executing integrated marketing campaigns with the aim of acquiring and retaining clients

Involvement with implementation, tracking and measurement of marketing campaigns

Liaising with other members of the marketing team as required in order to execute campaigns

Working with external agencies, such as, designers and printers who deliver the

campaign activity

Working within a budget and reporting any overspend

Writing, editing and proof-reading copy for promotion materials within marketing campaigns

Ensuring that the Firm's brand identity is adhered to in campaigns and in all communication channels

Delivering regular reports of campaign results including web analysis and evaluation of KPIs

Maintaining regular measure of the ROI of campaigns you are working on

Ensuring accuracy of marketing materials and ensuring formal sign off procedures are followed

Collecting and using data to inform new campaigns and the evaluation of existing campaigns

Responsibility for the organisation of any exhibitions and events

Remaining up to speed with the Firm's social strategy and being able to execute across the Firm's social channels

Keeping abreast of current trends in marketing

Working on specific projects such as legal directories, research but also being available to assist with any ad hoc projects within the marketing team as a whole, which may require additional resource

This list is not intended to be exhaustive and you will be expected to perform other duties and have other responsibilities that fall within the wider remit of the role. As an Administration Assistant you will also ensure you comply with relevant Weightmans and client policies and procedures, and consistently work in accordance with our values.

About You

As the role is varied, we are looking for you to have a flexible approach to the work you do and be able to adapt to different tasks. We are also looking for you to have/be:

A minimum of two years experience in a business to business services environment, ideally in professional services

Experience of developing effective relationships with internal clients, including senior partners, advising and challenging them appropriately

Commercially aware and astute

Well-developed project and time management skills plus organisational and analytical skills

Well-developed IT skills and excellent working knowledge of Word, Excel and PowerPoint

Confident, assertive and self-motivated

Excellent interpersonal and communication skills (written and oral)

A good understanding of social media

Able to write good quality copy

Flexibility – the role will be based in Liverpool but you will be required to spend time in other Weightmans offices.

If you meet our criteria and think this is a job you could bring enthusiasm to, then we look forward to receiving your application.

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Cross References and Citations:

1. Campaigns Executive [Teacherjobsnearme Jobs ManchesterTeacherjobsnearme](#) ↗
2. Campaigns Executive [Cv-resume-builder Jobs ManchesterCv-resume-builder](#) ↗
3. Campaigns Executive [Jobspro Jobs ManchesterJobspro](#) ↗
4. Campaigns Executive [Graduatejobsnearme Jobs ManchesterGraduatejobsnearme](#) ↗
5. Campaigns Executive [NotaryjobsJobs ManchesterNotaryjobs](#) ↗
6. Campaigns Executive [Technologyjobs Jobs ManchesterTechnologyjobs](#) ↗
7. Campaigns Executive [AccountingjobsnearmeJobs ManchesterAccountingjobsnearme](#) ↗

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