

Head of Marketing and Communications

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Company: Forward Role

Location: Manchester

Category: other-general

Are you a proven Senior Marketer with experience within a law firm (ideally Top 50)? Would you like to join a growing team with a number of exciting projects ahead? This would suit a Senior Marketing Manager looking to step up or a current Head of Marketing? You must have experience in a law firm or a partner led professional services business. Their excellent benefits include: 27 days' annual leave Birthday privilege day and Christmas shutdown Holiday buy, sell and carry over scheme Travel Allowance of £1,750 per annum Up to £350 can be claimed in relation to a Fitness at Work Allowance 2 charity volunteering or pro bono days Flexible, agile, and home working BUPA Permanent health insurance Flexible pension scheme Medicash EAP with access to counselling Enhanced family leave policies Access to 10 days fully subsidised emergency or back-up care per year Life assurance Annual travel season ticket loan Dress for your day policy Bespoke training and development opportunities Financial contribution towards home working equipment

Introduction to the role: This is an exciting opportunity to join a busy and successful Business Development and Marketing (BD&M) team. You will head up our Marketing and Communications team, and have responsibility for the Web, Communications and Events functions. Your direct reports will be the Senior Events Manager, PR Manager, Senior Web Manager, Internal Communications Manager and External Communications Manager. The Marketing and Communications team will be an overall team of 12, and work within a wider Business and Development and Marketing team of 25. A key focus of the role will be ensuring that the team delivers both BaU operations as well as several current ongoing projects that support the delivery of the firm's strategy. Furthermore, you develop strong relationships with senior management and

the firm's three business group leaders, and will consult extensively with colleagues across the firm, including senior fee earners who drive individual marketing and business development campaigns. Key responsibilities: Working with the Head of Business Partnering, create, agree, and deliver the operational plans for the team. Work with and manage the BD&M managers, supporting them to deliver their day to day plans as well as implement channel development strategies for their areas. Collaborate with the Head of Client Development, Head of Business partnering and Director of Business Development and Marketing to ensure that there is connectivity within and high performing delivery from the wider BD&M team. Deliver all activities on time and on budget. Work with the Director of Business Development and Marketing to set the annual budgets. Manage the Marketing and Communications budgets, providing all necessary monthly and ad-hoc reporting. Overall responsibility for ensuring all marketing and communications is 'on brand' consistency across all offices – both UK and internationally. Developing strong relationships both internally and with external suppliers. Lead on key firm wide strategic projects as required. As an industry leading, nationwide Marketing, Digital, Analytics, IT and Design recruitment agency, we are continually receiving new assignments to work on, so keep a close eye on our website, Facebook, LinkedIn and Twitter pages for a full list of current permanent and interim opportunities as well as marketplace news and fun stuff. Forward Role is operating as an employment agency.

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