

Head of Marketing & Communications

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Company: TLT LLP

Location: Bristol

Category: business-and-financial-operations

Head of Marketing & Communications

You have the opportunity to join a fast paced, fast growing and forward-thinking law firm. Our collaborative, supportive and open-minded environment is the ideal place to progress your career – whatever stage you're at. We work with high profile clients in innovative sectors, and we'll help you embrace opportunities to keep learning as we grow our firm.

Your Role

Working closely with our Director of Marketing & Business Development, we are seeking a dynamic and experienced professional to join our prestigious national UK law firm as the Head of Marketing & Communications. You will play a pivotal role in developing and implementing strategic marketing initiatives that effectively promote our firm's brand and values, services and expertise in the legal industry. You will be responsible for leading and developing a team of marketing professionals, fostering a collaborative and high-performing environment.

Specifically, your role will include managing the team responsible for:

Developing and executing marketing strategies: Working closely with the Head of Business Development to create and implement comprehensive marketing plans to enhance the firm's brand visibility, reputation, and client acquisition efforts.

Brand management: Developing and maintaining the firm's brand identity and guidelines across all channels, ensuring consistency and adherence to established standards.

Campaign management and content creation: Overseeing the development of campaigns and engaging content across various channels, including events, website, social media, newsletters, articles, white papers, and press releases. Leveraging subject matter experts within the firm to position our lawyers as thought leaders in the legal industry.

PR and media relations: Managing relationships with media outlets, journalists, and relevant industry influencers, as well as our external PR agency, to secure media coverage, interviews and other media opportunities.

Digital marketing: Overseeing digital marketing initiatives, including website optimization, SEO, PPC campaigns, email marketing, and social media strategies, to maximize online visibility and generate leads where appropriate.

Internal communications: Managing and developing internal communications to employees around both our external brand and our employer brand. Ensuring employees are kept informed and motivated, using a variety of channels to do so.

Budgeting and performance analysis: Working with the Head of Business Development to develop and manage the marketing budget effectively. Monitor and analyse performance of marketing activities and campaigns, providing regular reports and insights to key stakeholders.

Your Skills and Experience

CIM qualified Graduate or equivalent.

Proven experience (10+ years) in marketing and communications, preferably within the legal or professional services industry. Strong understanding of marketing trends within the sector.

Proactive, creative, and innovative mindset, with the ability to think strategically and adapt to changing market dynamics.

Strong leadership skills, with a track record of managing and motivating a team to achieve results.

Demonstrated experience in developing and executing successful marketing strategies and campaigns.

Proficiency in digital marketing techniques and tools, including SEO, PPC, social media management, and content marketing.

Ability to analyse data and derive actionable insights to drive marketing decisions.

Exceptional written and verbal communication skills, with the ability to craft persuasive and impactful messaging.

Excellent collaboration and project management skills, with the ability to prioritise tasks, meet deadlines, and manage multiple projects simultaneously.

Your Team

The Business Development & Marketing team are instrumental in creating awareness of our brand to identify and win new business opportunities as well as delivering for our existing clients. This involves establishing and nurturing relationships and using everything from events to media relations to tenders to explore new business ideas. Within the team, have specialists in: Business Development, Bids, Internal and External Communications, Campaigns, PR, Client Engagement, Marketing and Design and Marketing Operations. TLT is different because we live our values. This comes down to the hard work we have put in building and promoting a strong brand that aligns to our business strategy.

Our Benefits

We value our employees highly and we want you to feel valued. You'll receive a competitive salary with an annual pay review. You will also have access to an extensive range of benefits via our flexible benefits scheme including 25 days holiday (which will increase to 30 days based upon length of service) and private medical insurance.

At TLT we have a progressive fully flexible working approach. We empower our people to work in a place and at a time that meets their needs, those of their clients and of the wider team and firm. Part of this agile approach is a focus on hybrid working and supporting the work/life balance of our people.

About TLT

Fast paced, fast growing and forward thinking, TLT is the law firm that helps clients stay

one step ahead, and we do the same for our people.

We work with high profile clients in innovative sectors. With local, national and international reach, we have over 1,200 people in offices across the UK and a network of partner firms across Europe, India and the US. In 2021 we were named The Lawyer's Law Firm of the Year, recognising our incredible success story.

Our purpose is to protect, prepare and progress our clients for what comes next and it's essential that we do the same for our people, our planet and our communities too. In our open and collaborative culture, we encourage everyone to be their whole self, to have a voice and to contribute.

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