

JOB DESCRIPTION

Marketing Assistant

This document provides a description of the roles and responsibilities of the Marketing Assistant at 18 St John Street Chambers. This is a full-time and salaried role. Duties are ordinarily performed from Chambers' premises, but will be performed for the foreseeable future both from Chambers and remotely.

This role reports to and is line-managed by the Chambers Manager. The scope of the role and duties are periodically reviewed by the Chambers Management Committee. The Assistant's position is divided into the following areas of responsibility and activity:

1. PURPOSE OF THE JOB

To provide assistance in all aspects of the efficient management of Chambers' marketing and business needs including but not limited to:

- 1.1 Providing support to the Chambers Manager and the Chambers Director as directed by the Chambers Manager and/or the Chambers Director in all areas of their functions.
- 1.2 Assisting with marketing and working alongside the Chambers Director, senior clerks, barristers on developing Chambers.

2 ACTIVITIES INVOLVED

- 2.1 CHAMBERS DEVELOPMENT & MARKETING
 - 2.1.1 Organisation of receptions, seminars/webinars and events for professional clients, in conjunction with the Chambers Manager and Chambers Director.
 - 2.1.2 Liaison with Chambers' clerks and clerking teams as to client database lists and marketing
 - 2.1.3 Assisting with the administration of securing and maintaining Chambers entries in external law directories such as Legal 500 and Chambers and Partners
 - 2.1.4 Assisting the Chambers Director in the development of an annual marketing plan for Chambers and each Chambers Department and supporting and monitoring the implementation of those plans
 - 2.1.5 Monitoring developments in marketing in the commercial field and particularly other Chambers
 - 2.1.6 Assisting with the development and production of all marketing literature, including Chambers' website, and Chambers other online presence.
 - 2.1.7 Assisting with the creation of social media blogs in conjunction with the Chambers Director
 - 2.1.8 Maintaining and updating the chambers website and LinkedIn page
 - 2.1.9 Assisting with producing reports for the Management Committee to include performance of website and associated social media platforms.

In addition to the duties outlined above, there will inevitably be other tasks which arise out of the operation of a busy Chambers, where teamwork and co-operation are required.