

## Marketing Executive (JF2)

**Practice group/Global Operations team:**  
Global Operations

**Type of Vacancy:**  
Permanent

**Full time/Part time:**  
Full-Time

**Location:**  
Birmingham, London or Leeds

**About Eversheds Sutherland:**

Eversheds Sutherland is one of the largest full service law firms in the world, with offices across the UK, Europe, Middle East, Africa, US and Asia providing legal advice to clients through our Practice Groups and Sectors.

You will be dealing with internationally recognisable brands, supporting some of the world's leading lawyers, exploiting and developing your professional knowledge and experience. Every day is different but every day is satisfying.

We are looking for an energetic marketing and business development professional, seeking to acquire new experience and develop their careers in a positive new environment.

Your role will be to support our Company Commercial Practice Group (CCPG) through both internal and external communications and events.

You will be working alongside the Senior Marketing Manager and Managers for the Practice Group, liaising with colleagues around the world to ensure we maintain our international profile and convert that into profitable new business opportunities and long-lasting relationships.

You will be supported in your role by the wider Programme Delivery Team, within BD & Marketing, a central team of Marketing Executives, which implement and align firmwide campaigns and thought leadership across all of our business.

We're a modern, progressive law firm. We think differently and we've built a culture where individual skills and personalities can shine through. At Eversheds Sutherland, we believe that innovation comes from a culture of genuine equality and diversity and we are happy to discuss any reasonable adjustments individuals may require in the recruitment process, or once in post.

**Key responsibilities:**

- To support the Senior Marketing Manager and Marketing Managers in the delivery of the marketing and business development plan for CCPG.
- Working with marketing colleagues and our lawyers, deliver thought leadership and product campaigns, distributing to international colleagues where appropriate.
- Liaise with our internal and external design teams to ensure the creation, production and delivery of marketing materials across print and digital, internal and external channels. Support in the delivery of email marketing programmes, including creating distribution lists, populating and creating emails, and monitoring key metrics.
- Assist in the delivery of business development activities, including the collation of research materials to support business development campaigns and individual client opportunities.

- Assist with the planning and delivery of Sector and Practice Group events including liaising with facilities on all logistical details such as, catering, invitee list and promotional material.
- Working with marketing colleagues and our lawyers, assist in the creation of pitch documents.
- Ensure all internal databases and resources capturing CCPG capability, experience and client testimonials are comprehensive, up-to-date and shared through internal newsletters.
- Co-ordinate CCPG online presence, to include management of the group's core webpages, social media channels and third party digital publications (digital literature, video, audio assets).
- Take a lead role in managing CCPG use of Interaction (the firm's CRM software), to include promoting broader use with our lawyers and centrally maintaining a high quality set for marketing purposes.
- Assist CCPG on ad-hoc internal comms projects, events and publications.
- Manage and contribute to wider marketing projects as required.
- Working collaboratively with marketing colleagues across the Programme Delivery Team to support with the wider delivery of key campaigns and initiatives, when required.

#### **Skills and experience:**

- Previous marketing and/or business development experience, ideally gained in a fast paced corporate or professional services environment.
- Focused on delivery and deadlines, remaining calm and considered under pressure.
- Enthusiastic, 'can do' approach which inspires confidence in others.
- The ability to work with satellite teams to deliver on time.
- Ability to manage multiple tasks and projects.
- Capability to generate ideas and explain their merits with clarity and logic.

#### **Key competencies:**

- Excellent written and communication skills.
- Professional and approachable demeanor.
- Organised, inquisitive and efficient, able to manage high volumes of output accurately.
- Skilled in using MS Outlook, Word, Excel and PowerPoint. Experience with design software and online publishing, video and audio production is desirable but not essential.
- A good understanding of marketing channels, including digital.

#### **Salary & benefits:**

- Salary range competitive.
- Comprehensive benefits package.
- CIM & PM Forum membership upon completion of probation period.
- Supported delivery of CIM qualifications.
- Opportunity to progress to Senior Marketing Executive and beyond!