

Global Head of Campaigns

Practice group/Global Operations team: Communications and Brand
Type of Vacancy: Permanent
Full time/Part time: Full-Time
Location: London-based

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 company commercial, human resources, litigation and dispute management, real estate practices. We are a top 15 global law firm with 69 offices in 34 countries. We provide the full range of legal services and are known for the quality and innovation of our client service.

We are a modern, progressive law firm whose purpose is to help our clients, our people and our communities to thrive. We believe the best way to achieve this is through our values: Collaborative; Creative; Professional; Inclusive; Open.

We have an exciting opportunity to join our Communications and Brand team as a Global Head of Campaigns.

The Role:

The Communications and Brand team is highly respected across the legal sector and has a strong track-record of delivering innovative, integrated communications campaigns.

This is a newly created role which, reporting to the Director of Communications & Brand, will lead on the design, execution and measurement of multi-channel, global marketing communications campaigns. Working primarily with our global sector groups, the roleholder will use campaigns to create profitable client conversations which deliver tangible business results and to achieve a differentiated position in the market.

Key responsibilities:

You will play a key role in supporting the continued growth of Eversheds Sutherland by helping the build a differentiated, premium brand and a reputation for industry/sector expertise and excellence.

Working closely with the global business development and communications senior leadership team in the UK and the US, you will be responsible for proactively identifying critical issues and building unique campaigns to bring these to life for our clients and prospects.

You will work across multiple groups, both legal and operational, and be able to build consensus across virtual teams which you bring together around a specific campaign.

You will act as both an adviser to the business, and also an implementer and will be responsible for managing the campaign budget and any external agencies.

Reporting directly to the Director of Communications & Brand, you will be integral to the firmwide communications, marketing and business development team with responsibilities including:

- Working with the global sector group heads to identify topics and issues to build a campaign around
- Devising concepts for relevant campaigns and gaining buy in from relevant senior stakeholders
- Creating and implementing campaign plans working with fee-earners, marketing and communications colleagues on a global basis
- Briefing and managing relevant agencies and associated budget
- Maximising ROI for all campaign activity by leveraging content across multiple channels and jurisdictions

- Reporting against plan and relevant metrics
- Using a campaigns and content marketing to support our brand building activities, improve credibility with the C-suite of key clients and prospects on a global basis

In addition to the above, Eversheds Sutherland also require awareness of and full participation in the Firm's commitment to equality and diversity, the environment and health and safety.

We are a modern and 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

Skills, competencies and experience:

Candidates will need to have proven experience of leading on global campaigns at a senior level, either in an agency or corporate in-house role. Professional services experience is preferred.

The following (although not exhaustive) will be key to making a success of this role:

- A highly creative thinker with a strong intellectual curiosity, a keen interest in current affairs, and a solid grasp of business and economics. This is key to being able to identify possible campaign themes and how they would be relevant to our clients and prospects.
- Outstanding communicator, able to influence and manage key stakeholders in the business including at the senior leadership level.
- Outstanding writing and editing skills, able to follow our writing and tone of voice guidelines
- Ability to build and maintain relationships within the organisation, and to successfully build virtual teams to support a campaign
- Excellent project management skills with the ability to plan and execute complex, multi-channel and multi-jurisdictional campaigns on time and on budget
- Digitally savvy and familiar with using digital channels to share and generate interaction with content
- Experience of creating compelling thought leadership that engages target audiences to support profitable client conversations in support of firm strategy
- Track record of conducting quantitative and qualitative research and presenting findings in creative ways
- Expert in managing research processes, from working with consultants to shape the approach, to designing surveys/questionnaires, analysing results and shaping the data in to a compelling story and creating written and visual content to share the story
- Experience in creating short and long form reports, and have an eye for what makes a good story and how data can support critical arguments.
- Confident managing budgets and evaluating ROI
- Awareness and sensitivity to working across different jurisdictions
- Team oriented, flexible and display a consistently positive attitude with a can-do approach and able to turn ideas in to reality
- Able to work independently, be proactive and highly organised with the ability to manage conflicting priorities, timescales and messages
- Excellent IT skills (MS word, Excel and PowerPoint)