

GROUP MARKETING & COMMUNICATIONS MANAGER

JOB IDENTIFICATION	
Job Title:	Group Marketing & Communications Manager
Reports To:	Group Managing Partner
Department:	Marketing

THE ROLE

PURPOSE

- Drives positive brand outcomes through delivery of effectively targeted communication campaigns
- Responsible for procurement of firmwide marketing platforms and associated budget
- Responsible for relationship management with key vendors and agencies
- Works alongside and in partnership with jurisdictional marketing teams
- Delivers global breadth of support to Appleby and Appleby Global Services (AGS)

PRINCIPAL DUTIES AND RESPONSIBILITIES

Develop and safeguard the brand identity in line with Appleby Group strategy

- Working closely with the Group Managing Partner and key stakeholders, own the process of review and development of the brand and employer brand in line with the Group's strategy and business objectives.
- Own the Brand Guidelines, House Styles Manual and all associated sub-set guidelines, including the process of regular review and refresh.
- Analyse brand positioning, monitor competitor activities and client markets to consider brand direction.
- Ensure alignment and consistency in the development of lead and subsidiary brand identities.

Contribute to Appleby's reputation and brand through Public Relations (PR) activities

- Develop compelling PR and communication plans to drive positive media coverage and brand visibility.
- Create press releases, editorial and articles which convey the appropriate strategic messaging and effectively promote the brand and the Group's capabilities.
- Build media/PR relationships and leverage media/PR knowledge to prepare media kits and maintain an accurate database of relevant global media contacts.
- Manage global collation of the legal directory rankings and publishing of those rankings both internally and externally with appropriate global PR.

- Manage an effective awards schedule to best promote the Group's successes and achievements; create submissions for relevant global awards.
- Measure all activities against agreed indicators and produce analysis reports for distribution to Marketing colleagues and senior stakeholders.

Manage and develop our global marketing infrastructure

- Responsible for procurement of firmwide marketing platforms and associated budget management.
- Lead point of contact for firmwide marketing suppliers including creative, web and digital agencies and CRM vendor; responsible for ongoing relationship management to maximise relationship potential.
- Commission improvement projects for marketing platforms and work confidently with both internal and external stakeholders within a project environment to ensure successful delivery for Marketing.
- Own and develop Appleby's social media channel strategy, social media training programme and social media policy; draft and schedule social media posts as appropriate for firmwide events and campaigns.
- Responsible for long term development and routine management of the Group's websites, acting as lead contact for the website agency.
- Conduct regular performance analysis in partnership with the website agency; develop remediation and enhancement plans, ensuring adherence to brand guidelines and accessibility standards.
- With support from our digital agency, plan and execute effective digital marketing and SEO campaigns.
- Own all global marketing policies including the process of regular review.
- Own and manage the catalogue of global collateral and brochure-ware.
- Develop and oversee the internal communications strategy in collaboration with the Marketing and HR teams.
- Work closely with relevant teams to ensure effective implementation of the internal communications strategy.
- Engage in cross-functional teamwork to align strategies with the overall Group objectives.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Marketing/Communications professional with proven experience of executing successful PR campaigns, ideally in a legal or professional services environment.
- Excellent communication and interpersonal skills with experience of senior stakeholder management.
- Strong team player with desire and ability to work collaboratively and stay focused on solutions.
- Positive energy and drive, with a passion for creativity, innovation and growth of both self and the business.
- Ability to manage and prioritise multiple responsibilities, occasionally to tight deadlines.
- Experience in media monitoring and managing diverse media stakeholders and outlets.
- Experienced copy writer.
- Experience with website analytics tools, such as Google Analytics.

QUALIFICATIONS REQUIRED

A marketing qualification is required, with candidates expected to have either:

- A degree in Marketing or Social Media
- A Chartered Institute of Marketing (CIM) qualification