

MARKETING AND BUSINESS DEVELOPMENT MANAGER

JOB IDENTIFICATION	
Job Title:	Marketing and Business Development Manager
Reports To:	Office Managing Partner
Department:	Marketing

THE ROLE

Purpose

To play a critical role within the business, responsible for the smooth delivery of tactical and strategic business development and marketing campaigns for Appleby (Guernsey) LLP. Working closely with the Office Managing Partner, Guernsey Partners, Fee Earners and internal clients to manage and develop a range of campaigns that are effective and client focused.

Principal Duties and Responsibilities**Business Development**

- Provide input into the development of Group and local business plans and budgets.
- Responsible for monitoring of local practice budget and for office marketing budget.
- Work closely with partners and fee earners to undertake research in support of new prospects and key clients to better target business development efforts.
- Work with fee earners to proactively plan and interrogate BD activity to ensure the activity remains focused and relevant.
- Work with fee earners to ensure BD trips are executed efficiently and effectively including meeting arrangements, client profiles, evaluation and the accurate recording of information in Interaction, the firm's CRM package
- Take responsibility for the maintenance of InterAction for the Guernsey office

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- Coordinate the implementation of activities in support of the Guernsey local key client programme (including the annual client party)
 - Assist where necessary with new business fee quotes/pitches including tracking
 - Responsible for providing marketing oversight as it relates to management of local seminars, events and client invited events

Marketing

- Write public relations content and distribute via online PR tool to the relevant media lists
- Update communications schedule with Guernsey office PR content in a timely manner
- Draft press releases, editorial and articles to promote Appleby's brand and capabilities with the relevant media outlets in appropriate markets for the Guernsey office
- Maintain a publication and awards schedule for inclusion in marketing materials and directory submissions
- Schedule and write social media content to support the delivery of the Guernsey office business development
- Communicate Guernsey communication priorities in order for the relevant SEO plans and activities to be designed and activated
- Ensure that the relevant Appleby branding, imagery and key messaging are used throughout all BD, marketing, communications, social media and PR activities
- Work with the Marketing Lead to ensure global analytics are both analysed and communicated to support continuous development of our digital marketing activities
- Work with digital analytics systems to extract the relevant data to inform future communications tactics and plans
- Responsible for the development and distribution of direct mail campaigns, using the Appleby E-Alert system
- Update the website where required with relevant news and updates
- Write the content for regular and informative colleague communications for the Guernsey office
- Diarise, organise and manage regular and informative colleague communications for the Guernsey office, aligned to budget

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- Coordinate the preparation of and updates to Guernsey's collateral materials, publications, web content, biographies and written materials
 - Attend regular meetings as a member of the Global Marketing Committee
 - Coordinate the local public, community and media relations and advertising efforts, including identifying opportunities building relationships, drafting news releases, advertising copy and data management
 - Work with the Charity Committee in the development and successful execution of the Guernsey sponsorship, charity and employee participation programme
 - Responsibility for sourcing and the management of corporate gift supplies

Knowledge, Skills and Experience Required:

- Marketing or business degree and/or a post graduate marketing qualification
 - 3-5 years business/marketing experience within a professional services environment, preferably a law firm or financial services.
 - Excellent verbal and written communication skills
 - Excellent management skills.
 - Ability to demonstrate creativity and initiative
 - Ability to communicate at all levels across the organisation
 - Excellent organisational skills, with a high degree of attention to detail
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