

MARKETING COMMUNICATIONS & OPERATIONS MANAGER

JOB IDENTIFICATION	
Job Title:	Marketing Communications and Operations Manager
Reports To:	Group Marketing Strategy team
Department:	Business Development and Marketing

THE ROLE

PURPOSE

- Lead on the development and execution of effectively targeted global marketing campaigns.
- Support development of Appleby's brand identity, directed by the Group Marketing Strategy team.
- Manage and maximise relationships with key third parties including vendors and agencies.
- Develop marketing infrastructure and processes to drive best practice and efficiencies.
- Work alongside and in partnership with the broader BD&M team and key internal stakeholders.
- Deliver global breadth of support to Appleby and Appleby Global Services (AGS).

PRINCIPAL DUTIES AND RESPONSIBILITIES

Lead on the development and execution of global and multi-regional marketing campaigns

- Develop and deliver multichannel campaigns, informed by client intelligence and market trends.
- Work with the BD&M team to ensure campaigns support, and are supported by, jurisdictional initiatives.
- Develop compelling communications and engaging content to drive positive coverage and visibility.
- Measure and report on campaign effectiveness to support learning processes across the BD&M team.
- Own and develop Appleby's social media channel strategy.
- With support from our digital agency, execute effective digital marketing and SEO campaigns.

Support development of Appleby's brand identity and positioning

- Support review and development of Appleby's brand and employer brand in line with strategic priorities.
- Own the Brand Guidelines and House Styles Manual including the process of review and update.
- Develop informed analysis of brand positioning for presentation to senior leaders and key stakeholders.
- Ensure alignment and consistency in the development of lead and subsidiary brand identities.

Manage and maximise relationships with key third parties

- Manage relationships with legal directories, analysing rankings and producing effective global PR.
- Lead point of contact for third parties that support the BD&M team including vendors and agencies.
- Share regular project updates and insights from third parties with the BD&M team for understanding.
- Build media/PR relationships and maintain an accurate database of relevant global media contacts.

Manage and develop our global marketing infrastructure

- Maintain and develop the Group's websites, acting as lead contact for the website agency.
- Analyse performance alongside the website agency; deliver remediation and enhancement actions.
- Manage procurement of marketing tools and platforms, and associated budget and spend tracking.
- Work collaboratively to ensure successful delivery of process and platform improvement projects.
- Own and curate the Key Messaging Register and associated bid, pitch and credentials approach.
- Own all global marketing policies including the process of regular review and internal communication.
- Own and manage the catalogue of global collateral.

KNOWLEDGE, SKILLS AND EXPERIENCE

- Marketing professional with proven experience, ideally in a legal or professional services environment.
- Excellent 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 self and the business.
- Ability to manage and prioritise multiple responsibilities, occasionally to tight deadlines.
- Excellent written communication skills and experience of copywriting.
- Experience with analytics tools, for example Google Analytics, AHREFS, SEMRush or similar.
- A professional qualification in a Business or Marketing related field is preferred but not essential.