

Job Specification

Title: Marketing Assistant

Department: Business Development & Marketing

Reporting to: Senior Business Development Manager

Working hours: Monday – Friday 9.30am-5.30pm (flexibility may be required in order to meet the requirements of the role)

The BD & Marketing Department

A fantastic opportunity has arisen to join our dynamic BD and marketing department, which, led by the Director of Strategy, currently consists of a senior BD Manager, three BD managers, a senior BD & Communications Executive, and a BD executive.

As the BD and marketing department grows, our aim is to recruit astute, motivated and enthusiastic individuals to represent the Fladgate brand. We offer exceptional training and career development and the opportunity to learn from some of the best in the business.

The Role / Duties & Responsibilities

As a Marketing Assistant in the BD and marketing department, your role is to provide day-to-day support to the firm's Business Development Managers and to assist, through the maintenance and development of systems and processes, in the delivery of key projects to support the firm's strategic ambitions and growth.

Responsibilities will include but are not limited to:

- Supporting and reporting into the Senior BD Manager to deliver marketing and BD support for cross departmental BDs and Senior Internal Communications Executive.

- Marketing systems - become the BD team's 'go to' support on end to end marketing systems – from capturing data through to managing it and through to using it. Becoming proficient and, in time, a leader in the team in InterAction (our CRM system); Vuture (our EMS solution); sourcing data and research internally and externally, including client data.
- Working with the Senior BD Manager and other BDMs in supporting on planning, execution and tracking of marketing and BD activities. To be familiar and comfortable with using InterAction to find and input data to support marketing and BD initiatives and events.
- Support the Senior BDM on the firm wide GDPR project and systems requirements relating to the project.
- Coordinate relating to the firm wide joiners and leavers process including InterAction, website and communications activities.
- Website effectiveness and upkeep – act as team lead on editing and adapting the website (using the Craft CMS platform) plus increasingly taking a role in improving its functionality and integration with InterAction and other systems providing suggestion on how the website can be improved to deliver a best of breed B2B site.
- BD team effectiveness and efficiency - continuing to provide the on-going support on the BD side to the BDMs and, over time, adding value and being proactive. Providing advice as well as beginning to identify new approaches and ideas.
- Collate, manage and maintain a searchable firm wide deals database. Liaising with BDMs and partners to ensure this is consistently kept up to date. Feed into the directories process with the best deals captured.
- Managing firm stock of promotional merchandise. Ensuring all merchandise ordered is in line with brand guidelines and budget and relevant to the targeted audience relating to specific sector events.
- Support BDMs on invite creation and invite lists for external events and webinars.
- Support BDMs on creation and mailing of client communications such as newsletters or legal alerters.
- Providing occasional support for the Senior Internal Communications Executive in developing internal staff Vuture mailings and uploading material onto the firm's intranet.
- Deputising for the Senior Internal Communications Executive and Senior Digital Marketing Executive in times of planned absence (updating the firm's social media feeds & support on communications).
- Other additional support as required.

Person Specification

Our ideal candidate will possess many of the following skills and attributes:

- Minimum 1-2 years' experience in professional services business development.
- Excellent understanding of Word and some understanding of how to develop templates.
- Excellent PowerPoint and Excel skills.
- Knowledge of how CRM systems (such as InterAction) and EMS (such as Vuture) preferable.
- Some experience in developing pitch and credentials documents preferred.
- Excellent communication and drafting, writing and editing skills. Attention to detail a must.

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- Professional, personable and mature attitude, with the ability to work appropriately with people at all levels of an organisation.
- Effective relationship builder – is able to interact with individuals at all levels across the business.
- Shows initiative.
- Able to deal with multiple priorities and urgent situations as they arise without panic.
- Ability to work autonomously and to a deadline, every time.
- Comfortable with technology, particularly online and social media environments.
- Commercially aware, sensitive to the concerns and needs of internal and external clients.



About Us

Fladgate has a broad skills base that covers a wide spectrum of legal services across the business lifecycle and shaped to operate collaboratively to move fast and flexibly:

- Dispute Resolution: which includes regulatory, corporate governance and investigations, banking and financial services litigation, international commercial arbitration, insurance, contentious trusts and family, civil fraud and asset protection
- Corporate: including private capital, capital markets, M&A, tax, restructuring and employment
- Real estate: including planning, construction, real estate finance and real estate litigation.
- Funds, Finance and Regulatory: including investment funds, private equity, fund managers, asset and investment managers, promoters, sponsors and investors

Fladgate is a nimble 80 partner law firm known for its ability to work on fast moving, complex challenges requiring enterprising and commercial solutions.

In addition to advising a substantial UK-based client base, the firm provides a proactive and efficient service for clients with international business through specialist groups which serve continental Europe, India, Israel, South Africa, the Middle East, Russia/CIS, US, Canada and the Asia Pacific region. Operating from London and comprising multilingual and multi-qualified lawyers, these groups facilitate cross-border activities for a diverse range of companies. The firm is a member of the International Lawyers Network, a worldwide non-exclusive association of high-quality full service law firms based in 67 countries.

For more information visit our website at www.fladgate.com

Inclusion & Diversity



“As the new Senior Partner of the Firm, I am acutely aware that our vision and values are built around the word ‘personal’. We are a people business dependent on brilliant client relationships. Inclusion and diversity objectives are therefore not ‘soft’ business aspirations, they are fundamental to our success”

Sunil Sheth, Senior Partner

I&D - Our focus

We know that to achieve our inclusion and diversity objectives we need to focus on a number of areas:

- Developing a diverse leadership - we have a mix of different ethnicity and genders on our leadership groups. We are working hard to improve the gender balance of our partner team and in the last 18 months 4 out of 9 people joining the partnership were women.
- Attracting a diverse work force. This means adopting a properly personal approach when connecting with those interested in joining our team including: ensuring fairness in our processes; working with those, like recruiters, who help us in this; a commitment that you will always meet male and female talent in our recruitment interviews;
- Engaging with everyone in our team to ensure they are heard, supported and understood. Encourage everyone to develop their own voice in shaping our culture, their future and our service to clients. That might be working flexibly or that might be a specific career programme - everyone needs different things at different times.
- Helping all our people in all roles to achieve their full potential. We provide training, coaching, internal mentors and buddies, whatever works for each individual and their own personal development path.

For everyone including our clients we are striving to:

- Ensure that contact with us, including for example at events we organise, is always inclusive and appropriate for all, all preferences will be catered for.
- Endeavour to ensure our teams working on different client matters reflect the right balance of gender and ethnicity.
- Develop and support our client's own inclusivity and diversity objectives by running industry specific workshops and seminars together.
- Have regular open conversations with clients about progress around inclusion and diversity.



Women in Law Pledge



Benefits

We reward our staff for their continued commitment to the success of this firm with a comprehensive range of benefits.

On joining:

- Life assurance scheme – 4x annual salary (non-contributory)
- Annual holiday entitlement – 26 days per calendar year (full time)
- Flexible holiday scheme - buy up to five days extra holiday per annum
- New business bonus - calculated as a percentage of work introduced
- Staff introduction bonus - £1,000- 5,000 depending on vacant role
- Personal training/yoga – free weekly sessions
- Free online GP service - 24/7 online video GP consultations

After 2 months:

- Group personal pension plan - 4%-5% employer contributions, matching employee contributions of 4% -5% (automatically enrolled). Processed via salary sacrifice 50% of employer NI savings added to contribution

After 3 months:

- Company sick pay scheme
- Group income protection
- Season ticket loan
- Private Dental Plan – payable through monthly payroll
- Gym membership scheme – interest free gym membership loan
- Eye test vouchers – every two years

After 6 months' service and end of probationary period:

- Private medical scheme insurance medical insurance scheme (non- contributory)

Dress for your day policy: Our intention is to allow our people to choose a dress code suited to their daily schedule in order to maximise comfort while still maintaining a professional image.

Parental Leave & Maternity Policies

Our aim is to create a culture where our people can thrive and feel supported at work. As such, the firm's approach to parental leave is designed to ensure that anyone who is a parent or is expecting to be a parent has a positive experience prior to parental leave, during their parental leave and upon their return to work whichever type of leave they decide to take.

Our parental leave policies* cover:

1. **Maternity** - We offer both statutory maternity pay (SMP) and enhanced maternity pay (EMP), subject to eligibility*. If eligible, EMP provides 100% of your salary in weeks 1-12 and 50% of your salary in weeks 13-24. Weeks 25-39 are at the government set rate (or 90% of salary, whichever is lower). In order to receive EMP, you must undertake to remain continuously employed by the Firm and to return to work for a period of at least 6 months from the date of your return to work before providing and notice of resignation*.
2. **Paternity** – We offer enhanced paternity pay (EPP) as full basic pay for up to 2 weeks*.
3. **Shared Parental Leave (SPL)** – SPL allows parents to take up to 50 weeks' shared leave in total following the birth or adoption of a child*.
4. **Adoption and Surrogacy***
5. **Ordinary Parental Leave** – Allowing up to 18 weeks unpaid leave for employees who have parental responsibility for a child / children*.

*Full details can be found in our staff handbook, which will be provided upon offer of employment.

Flexible working

At Fladgate, we recognise the importance of an agile approach, not only in the way we work with our clients, but our employees also. Flexible working allows our people to cut down their commute time (and cost!), organise their own day and ultimately have an improved work / life balance, all of which contributes to an improved experience as well as better wellbeing and engagement.

Flexible working at Fladgate varies depending on your role and responsibilities. As a general rule, for those who can work from home and have roles compatible with home working, we are operating a hybrid pattern of 2-3 days remote and 2-3 days office based. This is subject to change as the role necessitates and not a contractually binding agreement (unless stated otherwise).

Further clarification of this policy will be provided during the recruitment process.



Wellbeing



The firm recognises the importance of the health and wellbeing of all our people and that it can play a part in promoting an environment which allows everyone to flourish and reach their full potential.

Our Wellbeing programme consists of four key pillars:

Physical Health

- Bupa private medical insurance (optional benefit to join after six months' service)
- Eye test vouchers
- Optional dental insurance
- Flu jabs
- Weekly personal (group) training sessions
- Gym and sports club loans and cycle to work scheme
- Various sports teams and groups across the firm



Mental Health

- Employee Assistance Programme (EAP), available 24/7 and 365 days a year
- Counselling sessions available via the EAP where needed
- YuLife health and wellbeing app
- Annual holiday entitlement and flexible holiday scheme, and the opportunity to buy up to an additional two weeks' holiday
- Resilience and stress management training
- Mental health awareness talks and training sessions



Financial Health

- Group personal pension and group income protection scheme
- Life assurance (4x salary) scheme
- Season ticket loans
- Fee-earner bonus scheme
- Client introduction bonus scheme
- Recruitment bonus
- Marriage / civil partnership gift
- Financial management workshops inc. mortgage and pension management



Social & CSR

- Sports and social events, organised by our Sports & Social Committee throughout the year inc. summer and winter parties, bowling nights and quizzes
- CSR committee and fundraising activities
- Flexible working policy
- Loyalty holiday bonus, rewarding long service
- PRIME work experience opportunities
- Student mentoring for LPC and GDL students at the University of Law

