

## JOB DESCRIPTION: MARKETING MANAGER

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**Full-time permanent position.**

**Closing date: 25<sup>th</sup> January 2022, 10am.**

**Salary: In the region of £45,000 - £62,000 per annum dependant on experience**

### ***Positive Action Statement***

Matrix strives to be an equal opportunities employer and is committed to diversity amongst its staff and members, including supporting flexible working. We therefore encourage and welcome applications from women, Black, Asian and minority ethnic individuals, neurodiverse and disabled people, and those who are LGBT+, as well as candidates from other groups which are underrepresented in the legal sector. We will make reasonable adjustments to enable disabled or neurodiverse candidates (including where a mental health issue is classified as a disability) to demonstrate their suitability for the position.

### ***What is Matrix?***

Matrix is a barristers' chambers located in Gray's Inn, London, Geneva and Brussels. We are a group of independent and specialist lawyers and support staff who work in a wide range of areas of law. We work throughout the UK and have extensive experience internationally.

We are an innovative provider of legal services and are proud of our reputation as an organisation. Our actions are guided by our core values, which outline our principles as an organisation and govern how we work. They mean that our lawyers and staff are committed to equality and fairness in all aspects of their work. We operate within a modern environment, where diversity, accessibility and client care are widely championed.

### ***The Role?***

We are seeking to recruit an innovative and motivated Marketing Manager to develop and implement Matrix's marketing strategy. The successful candidate will be a capable marketing professional with experience managing marketing events and projects, and knowledge of branding, digital marketing and business development. This is a fast-paced environment, so organisation and time management skills are essential, as well as an ability to cope well with pressure. Reporting to the CEO, the Marketing Manager will work closely with members, staff, and clients.

### ***Interested? What now?***

Please complete the application form within this pack and return it to Lindsay Clarke at [recruitment@matrixlaw.co.uk](mailto:recruitment@matrixlaw.co.uk). The closing date for applications is 25th January 2022, 10am.

### ***Guidance to completing our form***

Your covering form and CV is the first stage of the recruitment process and it is the only basis on which we make a selection for interview.

When completing the covering form please address each of the core skills listed in the table below. Where possible please provide examples relating to your previous experience.

Experience/Skill	Essential/Desirable
1. A 2:1 degree or above	Essential
2. Excellent IT skills, including website development, social media expertise, and confident use of design software, CRM systems (experience of LEX desirable) and Microsoft Office.	Essential
3. Outstanding verbal and written communication skills, including copywriting, proofreading, and presenting.	Essential
4. Enthusiasm and resolve under pressure, including a proven ability to adapt to changing circumstances, and an ability to think ahead.	Essential
5. Excellent organisation, project management skills and experience of events management.	Essential
6. An engaging manner, including patience and diplomacy, in dealings with colleagues, clients and press.	Essential
7. Excellent eye for design.	Essential
8. Experience managing and maintaining an active social media presence.	Essential
9. A commercial mind-set with proven ability to set and manage a budget.	Essential
10. An understanding of and commitment to the values of Matrix. Please choose one Core Value and tell us why you think it is important within your application form.	Essential
11. Ability to manage and support the professional development of a Marketing Assistant.	Desirable
12. CIM qualification.	Desirable
13. Experience in a legal environment or legal services sector.	Desirable

### ***What you can offer us***

#### ***Responsibilities***

1. Digital Marketing – updating the website regularly, including members’ CVs, news items and articles, and creating digital content. Analysing statistics to ensure user-friendliness and optimal return on investment and working with our web developers to maintain and improve the website. Managing Matrix’s social media accounts and implementing Matrix’s social media policy, which includes encouraging the effective use of Twitter, and LinkedIn. by staff and members.

2. Brand Management – strengthen Matrix’s reputation by ensuring consistency across the marketing and business development materials produced by staff, members and the marketing team and by developing the brand in line with Matrix’s strategic framework.
3. Event Management – organisation of internal and external events, including liaising with other organisations, working with colleagues to promote effectively to target audiences, managing events on the day and following up constructively. Producing marketing materials for events and overseeing audio-visual aspects, including PowerPoint presentations, live-streaming and recordings. Working out of hours to manage events when necessary.
4. Press Handling – taking press calls, preparing press releases and maintaining relationships with journalists, in order to strengthen Matrix’s reputation.
5. Communication – overseeing and planning internal and external communication in conjunction with the CEO.
6. Business Development –working with the Senior Practice Managers to oversee the effective use and development of our CRM system. Assisting the CEO and Senior Practice Managers with client relationship development.
7. Advertising – writing copy for all new promotional materials and advertisements, including for vacancies, content relating to traineeship and events. This may include using design software and liaising with designers, publications and printers.
8. Directories – assisting with submissions to Legal Directories, including updating and proof-reading member profiles.
9. Reporting – preparing monthly reports for the Senior Management Team and the Management Committee. Communicating internally to ensure all members and staff are kept up to date with relevant marketing developments.
10. Marketing Strategy - developing an annual Marketing Plan focused on the implementation of Matrix’s marketing strategy.
11. Budget – working with the CEO and the Head of Finance to establish and maintain the marketing budget, and ensuring all marketing activities are cost-effective.

### *Participation in the development of Matrix*

The post-holder will be expected to play an active role in occasional meetings of the full staff team.

### ***What we can offer you***

- Full-time permanent position.
- The position attracts a salary of £45,000 - £62,000 dependant on experience.
- 23 days’ holiday increasing by one day each year to a maximum of 27 days.
- The office is open Monday to Friday from 8am to 6.30pm and we operate a rota to ensure that the office is covered during this time.
- There is a voluntary contributory group pension scheme.
- Matrix operates a causes fund which makes donations to charitable organisations and to which staff are able to contribute.
- An interest free travel loan is available after your probation period.

- Life Assurance
- Contributory Private Health Care Scheme.
- Matrix participates in the Bike to Work scheme.
- Six months' probationary period.
- Three months' notice period.

### ***Development and Progression Opportunities***

- The post-holder will be appraised on a regular basis and specific training and development opportunities will be agreed

Matrix is committed to a policy of equal opportunity for all staff. We will not discriminate on grounds of sex, gender identity, race, nationality or ethnicity, disability, sexual orientation, religion or belief, age or any other factor irrelevant to a person's work. Assessment for recruitment and career progression purposes is based entirely on the individual's ability and suitability for the work. We are committed to providing staff of all ages and backgrounds with opportunities to maximise their skills and achieve their potential.

### ***Core Values***

Our core values govern the way we work and how our organisation operates. They mean that our lawyers and staff are committed to equality and fairness in all aspects of their work.

Our core values include:

#### **How We Deliver Legal Services**

Client care and quality of service

*Everyone at Matrix is committed to providing high quality client care and legal service.*

Working together

*Although our lawyers are individual practitioners, they are committed to teamwork and co-operation in delivering legal services, including through sharing legal knowledge and experience.*

Independence

*Our lawyers are independent practitioners who promote the interests of their clients, whoever they may be. Matrix is committed to the protection of individuals' rights, and to the interests of corporate clients and public and governmental bodies.*

Innovation

*Everyone at Matrix is committed to innovation, to trying new ways of delivering legal services, and to breaking down barriers with other providers of legal services.*

Working with academic lawyers

*Everyone at Matrix is committed to enhancing collaboration with academic lawyers.*

The legal profession's wider responsibilities

*We share a commitment to the legal profession's wider responsibilities to society.*

#### Public service

*Everyone at Matrix is committed to a public service ethos including to publicly funded work (including for public authorities), public interest litigation and, where appropriate, unpaid work, all of which has equal esteem with private client work.*

#### **Our Organisation**

##### A democratic structure

*All Members of Matrix have an equal say in the running of the organisation.*

##### Promotion of equality and diversity

*Everyone at Matrix is committed actively to promote equality and diversity including by a strong commitment to the recruitment and development of people from groups which are potentially disadvantaged or historically under-represented in the legal profession, including women, disabled or LGBTQ+ people, those from disadvantaged socio-economic backgrounds, and those who are Black, Asian or from another minority ethnic group.*

##### Wellbeing

*Matrix aims for everyone who works within Matrix to have good wellbeing and a good work-life balance.*

##### Efficiency in administration and management

*Matrix is professionally managed, using efficient and effective administrative procedures and systems, including state-of-the-art information technologies.*

##### Training and Continuing Education

*Matrix offers training opportunities for people working in or with the legal profession including continuing education of everyone within Matrix through regular internal seminars and discussions, and by supporting staff to undertake relevant training and education.*

##### Environment

*Matrix will take all reasonable steps to reduce its negative environmental impacts including minimising its contribution to climate change.*

##### Practice diversity

*Matrix respecting the diverse practice aspirations of its lawyers in terms of both the areas of law in which they practice, and the way they do it. Matrix is run as an efficient business, but maximisation of income generation is not its principal goal.*

##### Respect and Courtesy

*Matrix is committed to ensuring that all those who work with and within Matrix are always treated with proper respect and courtesy.*