

JOB DESCRIPTION: MARKETING EXECUTIVE

Full time permanent position

A salary of £32,000 - £36,000 depending 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. 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 a creative and ambitious Marketing Executive to assist our Marketing Manager with the execution of Matrix's marketing strategy and plans. This is an excellent opportunity to gain experience across the full marketing mix. The successful candidate will be a diligent worker, with an innovative outlook, excellent attention to detail and a willingness to learn. No professional marketing qualifications are required, however, a keen interest and basic understanding of marketing, branding, and business development are desirable and, in particular, experience in managing events or projects would be beneficial.

The successful candidate will be an excellent organiser and communicator with a proactive and friendly attitude. This is a fast-paced environment, so time management skills are essential, as well as an ability to work well with pressure. Reporting to the Marketing Manager, the Marketing Executive will work closely with barristers, staff and clients.

Interested? What now?

Please send a CV and covering form along with the Equality & Diversity monitoring form to Lindsay Clarke recruitment@matrixlaw.co.uk.

Please note that CVs/covering forms will be anonymised prior to the shortlisting process.

If you have any questions about the role or about the application process, please contact Lindsay at recruitment@matrixlaw.co.uk or on 0207 404 3447.

The closing date for applications is 15th October 2023, 11am.

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.

Experience and skills required

See the grid below for a list of competencies against which applications will be scored. When writing your covering form, you may wish to address any of these listed requirements not already demonstrated by your CV. In particular, we ask that you include a paragraph of no more than 250 words telling us which of our Core Values you identify with most, and why you think it is important.

Experience/Skill	Essential/Desirable
1. Enthusiastic and ability to work on own initiative and as part of a team.	Essential
2. Good IT skills and the ability to learn how to use new systems (i.e. for website development, social media and design software) quickly.	Essential
3. Excellent verbal and written communication skills, including copywriting, proofreading and presenting.	Essential
4. Proven ability to balance a demanding workload, prioritise effectively and meet deadlines.	Essential
5. Excellent organisation and attention to detail.	Essential
6. A friendly and engaging manner, including patience, discretion and diplomacy, in dealings with colleagues, clients and other external stakeholders.	Essential
7. 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 covering letter.	Essential
8. A degree of 2:1 or above.	Desirable
9. Previous marketing and/or PA experience, and/or customer service experience.	Desirable

What you can offer us

Marketing

1. Event Management – organisation of events internally and externally, including liaising with venues and suppliers where necessary. This involves creating invitations, liaising with members and the Practice Desk, and setting up and running events on the day – including in person, hybrid and webinars. This may involve occasionally working outside

- of the usual office hours.
2. Website and Digital Marketing – working alongside the Head of Marketing to deliver the online marketing strategy for the organisation. This includes creating, proofing and updating news and content to the Matrix website. The Marketing Executive is also responsible for drafting, scheduling and evaluating social media content and providing guidance to members on their social media presence
 3. Brand Management – assisting the Head of Marketing with strengthening Matrix’s reputation by adhering to brand guidelines and ensuring consistency across all material produced by staff, members and the marketing team.
 4. Videos and Podcasts – editing videos and podcasts produced by members and posting/circulating as required.
 5. Budget – assist the Head of Marketing with the management of the Marketing budget with specific oversight for Matrix’s inhouse drinks budget. This includes ensuring there is sufficient stock for upcoming events and drinks are ordered within budget and in a timely manner.
 6. Press Handling – handling press enquiries in a professional manner, in line with Matrix’s press strategy. Communicating all relevant press mentions to the members involved.
 7. Business Development – helping to keep our CRM system up to date and produce tailored marketing materials for clients.
 8. Directories – project managing the Legal Directories process. This includes managing the directories timeline, liaising with the Practice Team and members and scheduling appropriate email reminders, updating and proof reading member profiles and scheduling interviews between researchers and individual members.
 9. Communication – ensuring effective communication to staff and members about all relevant marketing initiatives and developments including producing a fortnightly internal email update.
 10. Ad-hoc Marketing Requests – managing the marketing inbox and handling ad-hoc marketing requests as necessary.
 11. General Admin – carrying out general administrative tasks as required including booking meetings, taking minutes, proof reading.

Participation in the development of Matrix

The post-holder will be expected to play an active role in the weekly staff meetings as well as other meetings with members and staff.

What we can offer you

- Full-time permanent position.
- A salary of £32,000-£36,000 depending on experience.
- 23 days’ holiday increasing by one day each year to a maximum of 27 days.
- Hybrid working after successful completion of training. Working hours are usually 9am-6pm, however, due to the nature of the role, some evening work will be required.
- There is a voluntary contributory group pension scheme.
- Life Assurance

- Private Healthcare (after successful completion of probation).
- Six months' probationary period.
- Two 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 founded on the following Core Values:

(1) Independence

Members and Associates of Matrix are independent practitioners with a professional obligation to promote the interests of their client, whoever that client may be. Matrix is committed to the protection of individuals' rights as well as the interests of corporate clients, public bodies, NGO's and Trade Unions irrespective of the popularity of the client or their cause.

(2) A Commitment to working together to deliver legal services

Teamwork and co-operation are important values. Although Members and Associates of Matrix are individual practitioners, they are committed to working together to deliver legal services including, in particular, through sharing legal knowledge and experience.

(3) Respect for Practice Diversity

The Members, Associates and staff of Matrix are committed to respect the diverse practice aspirations of each Member and Associate. This means that activities such as public service, working with NGOs, lecturing, training, sabbaticals, career breaks, writing, research, and other academic work are positively encouraged. Although Matrix is run as an efficient business organisation, maximising income generation is not the principal goal of Matrix itself.

(4) Public Service Ethos

Matrix has a public service ethos. This includes a commitment to publicly funded work (including for public authorities), public interest litigation and to pro bono work. In public interest cases where funding is not available such work is held in equal esteem with private client work.

(5) Ethical legal practice

Members and Associates of Matrix have a shared commitment to the legal profession's wider responsibilities to society.

(6) Client Care and Quality of Service

Matrix, its Members, Associates and staff are committed to providing a high quality of client care and legal service.

(7) A democratic structure

Subject to efficient delegation of management functions, all members are entitled to an equal say in the running of Matrix and bear an equal responsibility for its effective management. The management structure is designed, and will be operated, so as to promote efficient decision-making while ensuring that Members, Associates and staff are properly involved in, consulted about, and informed of the decisions taken. Unless there are specific reasons why it is inappropriate, staff will be actively involved in the formulation as well as implementation of management policies.

(8) Innovation and experimentation

Matrix is committed to innovation, for example by experimenting with new ways of delivering legal services. Matrix is committed to breaking down the barriers with other providers of legal services.

(9) Efficiency in administration and management

Matrix is committed to being professionally managed, using efficient and effective decision-making and administrative procedures and systems.

(10) Promotion of equality of opportunity

Matrix seeks actively to promote equality of opportunity. It is a long term aspiration that Matrix will be comprised of equal proportions of women and men, and that minorities be properly represented. It is one of the aims of Matrix to help facilitate access to the legal profession and employment by those traditionally excluded.

(11) Closer links between practising and academic lawyers

Academic lawyers have historically been an under used resource at the bar. Matrix is committed to collaboration with academic lawyers, for example by co-writing and involving academic lawyers in teams put together for particular cases.

(12) Continuing education

Matrix is committed to the continuing education of its Members, Associates and staff, for example by regular internal seminars and discussion groups and by supporting staff who wish to undertake relevant training and education.

(13) High Quality Staff and Employment Practices

As well as employing high quality staff Matrix is committed to being a high quality employer, motivating staff to feel part of a team delivering legal services and offering opportunities for career advancement where possible. Matrix will not necessarily recruit from the traditional sources for staff working in barristers' chambers.

(14) Training of new members of the legal profession

Matrix is committed to offering training opportunities to members of the legal profession.

(15) Work life balance

Matrix is committed to enabling all those who work within the practice to achieve a proper balance between their working and home life.

(16) Respect and Courtesy

Matrix is committed to ensuring that all those who work within the practice are treated with equal respect and courtesy at all times.

(17) Environment

Matrix will take all reasonable steps to reduce the negative impacts of its activities on the environment including by minimising its contribution to climate change except where the cost of doing so is wholly disproportionate to the benefit gained.