
Job description and specification:

Marketing and Data Assistant

About us 12 King’s Bench Walk – usually called “12KBW” – is a leading set of barristers’ chambers in central London. We are a market leader in our areas of specialism, which include personal injury, industrial disease, clinical negligence, insurance, international private law, and employment law cases.

12KBW is a top-ranked set in our main areas of specialism in both main sets of legal directories (Chambers and Partners and Legal 500)

12KBW has nearly 100 barristers, of whom 14 are QCs. The Head of Chambers is William Audland QC.

Job title Marketing and Data Assistant

Reports to Marketing and Events Manager (Lor’elle Mitchell)
Director of Clerking (Oliver Parkhouse)

Base The primary base for this role will be in chambers at 12 King’s Bench Walk, London EC4Y 7EL.

The marketing and data assistant will be required to work off-site, in particular at event sites, as required by the marketing and events manager.

Hours Full time: 8:30am to 5.30pm, Monday to Friday.

In addition there may on occasions be a requirement to work outside these hours, in particular to staff events on and off-site, as required by the marketing and events manager.

The role The marketing and data assistant will assist our marketing and events manager to market chambers and its members to our clients – chiefly solicitors and their firms, but also insurers and other clients.

The role will also be responsible for maintaining and improving chambers’ database of client data, updating our website and social media profiles, and assisting with events.

Salary range £23,000 - £25,000 per annum.

Job description **Database management:**

- Manage 12KBW’s database of client contact information

- Clean up and maintenance of client contact database
- Compliance with all GDPR and other data-related legislation and guidance
- Generation of contact lists from database for marketing campaigns and events

Marketing and client care:

- Contribute ideas to new designs for marketing material.
- Monitor the events email and dealing with client enquiries.

Online marketing:

- Create marketing material for online and print campaigns using 12KBW templates.
- Post social media updates including blog, news, articles and other suggested items.
- Assist with website updates, including profiles, events, webinars and other pages.
- Design and send Mail Chimp email campaigns.

Events management:

- Assist the marketing and events manager and others colleagues with the seminar/webinar calendar.
- Attend events and greet chambers' clients and guests.
- Moderate online events.
- Update and manage the marketing calendar.
- Complete event lead up and follow up tasks, including event reminders, feedback collation, presentation distribution and social media posts.
- Update the Mail Chimp database following online events using the registration form and feedback data.
- Edit webinars and upload them to the website.
- Monitor and update registration lists.

Required qualities

Required:

- Educated to A-level standard
- Knowledge of common office IT packages
- Strong knowledge of online marketing tools

- Strong knowledge of common social media platforms
- Desire to work in the legal services sector
- Efficiency and organisation
- A tactful and welcoming approach with colleagues and clients
- Commitment to excellent and improved client care

Desirable:

- Educated to degree standard
- Prior experience with WordPress, Mail Chimp or similar
- Prior experience of designing print or online marketing materials
- Prior experience working in the legal services sector

Closing date for applications is 5pm on Friday 27th August 2021.

12 King's Bench Walk is an equal opportunities employer, and we are committed to equality, diversity and inclusion in the workplace, and to recognising and valuing individual differences.

We encourage applications from those with diverse backgrounds and those with protected characteristics.