

POSITION DESCRIPTION

MARKETING MANAGER

The Firm:

Flower and Hart acts for a wide range of companies, public and private organizations, and private clients. The firm is a general commercial and litigation practice with special skills in business, property and medical litigation.

Steeped in 130 years of legal heritage the firm has evolved into a sophisticated, efficient and modern law firm. Built on a solid foundation of strong ethical values and client service, the firm today is one of Queensland's most respected and experienced law firms recognized for its:

- Dedication to high quality, timely, practical legal solutions;
- In-depth knowledge of the specialized needs of a range of industries; and
- High standards of client service.

Flower and Hart fosters a culture that promotes and encourages initiative and innovation while remaining soundly based in an understanding of business and the law.

Position Summary:

To manage and undertake marketing activities for the firm including: marketing plans and strategy, the firm's website and intranet, brochures and newsletters, promotional material, sponsorship initiatives, tender submissions, event management, database management and budgeting.

Position Duties:

- **Marketing:**
 - Strategic analysis of competitive environment and identification of marketing opportunities;
 - Development of individual and departmental marketing plans in line with the strategic direction of the firm;
 - Implementation, review and maintenance of marketing plans;
 - Organising and attending regular marketing briefings and meetings, providing agendas, reports and minutes as required.
- **Branding:**
 - Undertake regular reviews of the firm's brand effectiveness;
 - Recommend initiatives and strategies to optimize the firm's branding.
- **Website and Intranet:**
 - Development and maintenance of the firm's website;
 - Development of website content;

- Regular review and reporting to management of website statistics and website performance;
 - Regular review of the website content and graphics;
 - Compilation, formatting and maintenance of all marketing information on the intranet.
- **Brochures, Bulletins and Newsletters:**
 - Regular coordination with partners and staff on input and material for newsletters and other promotional material;
 - Compilation and formatting of the newsletters, bulletins and brochures;
 - Development of e-distribution channels for promotional materials;
 - Development and maintenance of relevant distribution lists;
 - Printing and mailing administration.
- **Promotional Material and Advertisements:**
 - Liaising with external designers, printers etc to assist in production of promotional material;
 - Organisation and design of all advertisements and promotional material, including Christmas cards, document folders, pens etc.
 - Continual review and maintenance of promotional material and advertisements.
- **Professional Staff CVs and Profiles:**
 - All staff CV and profile development;
 - Regular reviews and updates of all CVs and profiles;
 - Profile formatting;
 - Organisation of staff photos.
- **Sponsorship:**
 - Coordination of sponsorship initiatives from the initial contract agreement to the organization of sponsorship material and requirements;
 - Review and analysis of all sponsorship activities to ensure alignment with the strategic direction of the firm;
 - Review activities relating to charitable donations.
- **Tenders:**
 - Coordination and production of tenders and client submissions;
 - Ensuring consistency and a high standard of design and content across the firm.
- **Event Management:**
 - Attending and assisting with promotional events;
 - Organisation and management of the annual client function and other events as required;
 - Responsibility for all in-house, external and co-operative seminars;
 - Design and production of invitations;
 - List management and distribution;
 - Preparation of presentation kits and organization of gifts as required;
 - Post event review and analysis.

- **Client Database Management:**

- Regular review for accuracy;
- Maintenance of database;
- Mailing list creation for specific campaigns;
- Awareness of, and compliance with, anti-spamming legislation.

- **Budgeting:**

- Development of the yearly marketing budget for management;
- Ensuring all marketing activities fall within the budget;
- Review of marketing efforts against budget.

- **Communications and Public Relations:**

- Act as key coordinator for all matters relating to media liaison and media releases.

Experience/Knowledge Required:

- Experience in marketing in a professional services environment, preferably in the legal field.
- Tertiary qualifications in marketing and/or business.

Aptitude/Skills Required:

- Ability to be creative and innovative in developing marketing strategies and concepts.
- Ability to work effectively under constant pressure deadlines requiring excellent organizational skills, time management efficiency and careful attention to detail.
- Self-motivated and outgoing, with the initiative and ability to achieve results independently and as part of a team.
- Highly developed written and verbal communication skills, with the ability to communicate clearly with partners and relevant stakeholders and to produce high quality documentation and correspondence.
- Demonstrated high degree of competence regarding presentations, interpersonal and networking skills.
- Demonstrated conceptual and problem solving skills.
- Desktop publishing and web development skills (graphics and HTML desirable but not essential)

Selection Criteria:

- Demonstrated experience in developing, planning, budgeting for and successfully implementing a broad range of marketing activities.
- High level written, presentation and interpersonal skills.
- Proven abilities in costing, preparing and coordinating/distributing promotional materials such as advertisements, brochures and newsletters.
- Familiarity with web based communications and promotions.
- Extensive knowledge of the Microsoft suite of products and desktop publishing.