

JOB SPECIFICATION

Job Title:	Marketing Assistant / Apprentice
Department:	Marketing / Business Development
Location:	Norman House, Derby
Responsible to:	Sophie Shapcott, Marketing Manager
Responsible for:	

Job Summary – Purpose & Objective of Job:

Supporting key Marketing/Business Development initiatives and strategies, the successful candidate will work with both stakeholders and shareholders, across all 5 offices that Smith Partnership have in Derby, Swadlincote, Burton, Stoke, and Leicester.

Job Content – Duties, Tasks, and Responsibilities:

Core responsibilities:

- **To co-ordinate our networking events, exhibitions, seminars and other events**, and attending the events as front of house along with team members. Some events will fall in the mornings before 9am or evenings after 5pm.
 - Including assisting with the creation of invitations, reminders, and follow up communications. Using emails, social media and Canva.
 - Preparing PowerPoint presentations for seminars, and handouts.
 - To organise goodie bags.
 - Making name badges.
 - To organise venue and catering.
- **Attending external networking events**, with and without the team.
- **To arrange the table bookings at awards nights and dinners**, ensuring that we have filled the table with guests, checking their dietary requirements and communicating this to the venue before the deadline, pre-ordering drinks for the table, providing attendees with details of the event, venue, and parking, and entering it into their diary. Potentially also arranging table favours.
 - Including ensuring that we have posted on social media following the event to thank the organisers and our guests.
- **Booking individual staff members onto external networking events.**
- **Sending round to each office a list of free networking events in their area** for the month ahead and arranging their bookings if applicable.
- **Keeping a well-maintained log of the events, that staff members attend.**
- **To co-ordinate local small businesses and charities that use our facilities for events and meetings**, mostly in our boardroom - ensuring that the room is set up in preparation for them, tickets have been logged with IT, the tables and chairs are correctly formatted, liaising with the office assistant to order enough water and coffee supplies, also tending to them whilst they are in the building and clearing the room away once they have left.
- **To arrange raffle prizes for external charity events.**
- **Organising the event sponsorship we have committed to for the year.**
 - Including arranging printed adverts for the programmes.
 - Making sure that we have social media campaigns prepped to announce sponsorship in the run up to the event.

- Going to the venue prior to set up banners and place favours on tables, etc., and collecting our items the next day.
- **Organising marketing/ bd training sessions for staff**, for example LinkedIn training.
- **Managing networking group memberships**, ensuring that we maximise our memberships, and that events are attended (Derby Law Society, Derby Junior Lawyers, Leicester Law Society, Chambers, etc.).
- **To source, purchase, maintain stock and disperse branded merchandise** for the firm, for both internal and external initiatives, along with banners and exhibiting materials.
- **To ensure that the meeting rooms at each branch office always have a supply of branded pens.**
- **To attend careers and recruitment fairs.**
- **To arrange internal staff events** - to also assist with staff organising fundraising events for our chosen charities.
- **To confidently attend meetings, both internal and external**, with other members of the department and alone when required, occasionally away from the office.
 - Including taking/typing up notes/actions for branch office business development meetings and distribute to attendees when required. To follow up on actions to ensure they are completed.
 - To arrange meetings and book appointments for the team when required.
- When not carrying out the above to assist with the teams' other marketing/ business development activities; including print based, digital, internal and external projects that the team are working on.

This Job Description covers the current range of duties and will be reviewed from time to time. Smith Partnership reserve the right to change the Job Description if the business requires it. This is an excellent opportunity to join a progressive East Midlands law firm and to work as part of a challenging and friendly team.

Experience Required:	Ess.	Des.	Assessment Method:
Previous relevant experience within a Business Development/Marketing function / hospitality / customer service.		x	

Knowledge Required:	Ess.	Des.	Assessment Method:
To understand Marketing/Business Development theory and practice.		x	

Skills And Personal Attributes Required:	Ess.	Des.	Assessment Method:

<ul style="list-style-type: none"> • Able to demonstrate good administrative and organisational skills. • To have accurate typing skills. The ability to produce emails and other text documents with high standard of grammar and punctuation. • Excellent communication including oral and written presentation skills. • Able to learn quickly and keep detailed notes of procedures to refer back to. • Have proven IT skills and ability to adapt to new technologies. • Proficient in the use of Microsoft Outlook, Word, Excel, PowerPoint. • Proficient in the use of LinkedIn, Twitter and Facebook. • Access to a vehicle and full driving licence. • The ability to work with the minimum of supervision. The successful candidate will be required to work alone at times, as well as in a team. • An ability to work under pressure and to tight deadlines. • The ability to multi-task and prioritise. • Be flexible with working hours – early mornings and late evening work will be required from time to time. 	<ul style="list-style-type: none"> x x x x x x x x x x x x x x 	<ul style="list-style-type: none"> x 	
<ul style="list-style-type: none"> • The successful candidate being proficient in Canva and Mailchimp. 			
<ul style="list-style-type: none"> • Interested in pursuing a career in Marketing and Business Development. • High degree of initiative with a can-do attitude and enthusiasm for the role. • Self-motivated to work independently as well as part of a team. • To not be afraid to ask questions or for support. • Good inter-personal skills. • Confident communication skills. • A positive approach to working under pressure in a busy environment. • Methodical approach to tasks and problem solving. 			

Qualifications Required:	Ess.	Des.	Assessment Method:
GCSEs at grade 4/C or above in Maths and English	x		
Relevant degree e.g. Business Studies, Marketing		x	