

## **Marketing Executive**

Rubric Law, with offices located in the City Centre of Bristol City, are seeking a full-time, permanent Marketing Executive.

### **Overview**

Rubric Law is a dynamic boutique law firm which has spent the time required to hand pick and nurture its team. This attention to detail has enabled the firm to build a unique set of values by which the entire firm operates. The service delivered is comparable in quality and sophistication to the top 200 law firms, however it benefits from a more personal touch.

We are now seeking an experienced and versatile marketing executive to enable the next phase of growth. The firm is in an exciting position as 2022 was a pivotal year of growth which we look to continue in 2023.

### **The role**

You will be instrumental in assisting in the continued development and growth of the firm. You will build awareness by developing and executing effective marketing campaigns, crafting relevant promotional messages and articles and working to publish or distribute them to our target market, primarily our niche sectors of healthcare, veterinary, golf and leisure, via media, advertising and social media.

We are offering a competitive market salary, excellent holiday entitlement, and private medical cover.

Key responsibilities:

- Develop marketing plans with specific objectives across different channels and our niche sectors.
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration across all media channels.
- Analyse client insights, consumer trends, market analysis, and marketing best practices to build successful strategies.
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics.
- Work with our external partners to maximise our reach and awareness to target audiences.
- Liaise with external media to identify appropriate opportunities in line with our marketing plan and generate copy for any articles and advertorial content.
- Management and creation of all internal communications, including regular generation of content for website and social media channels.
- Brand guardian ensuring all marketing is executed against the brand positioning.

## **How you will make a difference?**

Marketing is integral to a company's success and you will enable the firm to make people aware of our services.

## **What will be expected of you?**

You will be required to live the values of the firm. You will be happy to work autonomously but within the framework of the firm. You will be an excellent communicator.

## **Who you will be working with?**

As a boutique commercial firm (12 head count) you will have direct access to all members of the team. Initially, you will spend time with the Managing Director and Head of Business Operations on management and roll out of existing campaigns, modifying and improving our marketing strategy, identifying and maximising future opportunities whilst targeting key current issues, utilising reporting data collated following each campaign. You will report to the Head of Business Operations.

## **What is it like to work here?**

We're an energetic group who are closely connected. There is a flat management structure with the Managing Director actively involved in the development of the team. The work is serious and there is a high output required, but the environment is supportive, fun, and enjoyable.

We operate four practice areas (Real Estate, Corporate, Commercial and Employment) and have acquired a specialist reputation. This, however, is not the end and we want to grow and develop each area of the business into new markets and geographies.

## **What will you be like?**

- Experienced working in a professional services or legal environment.
- Passionate, innovative and pro-active in your approach.
- Strategic thinker, with the ability to align all activities to our core business plan.
- Entrepreneurial and confident in your ability to support the department.
- Professional, personable and approachable.
- Highly articulate both verbally and in writing.
- Enjoy being part of a dynamic team but comfortable in working autonomously.
- Want to work for an employer that has an appreciation for your level of commitment and work.
- Our values will resonate and inspire you.

## **Candidate requirements**

- A minimum of 3 years' experience in marketing with proven experience in delivering effective campaigns dealing with national legal and vertical market trade media.
- Strong marketing skills across website, social, digital advertising and PR.

**Location and hours:**

- Full-time (Monday-Friday, 37.5 hours per week) role — 9.00am till 5.30pm.
- Based in our Bristol office (5 mins walk from Temple Meads).
- Hybrid working model with 2 days working from home.

**Next Steps**

For more information or a confidential conversation please get in touch with the Head of Business Operations on 0117 435 4350. Applications to be submitted by email to [lisa.butcher@rubric.law](mailto:lisa.butcher@rubric.law).

Salary: circa £35,000.00 dependent on experience