

Digital and Communications Manager

We are looking for a Digital and Communications Manager who can evolve the way we engage with our clients, contacts and colleagues.

Things we'd like you to do:

- Take responsibility for all digital marketing and communications activity
- Shape the firm's digital and communications strategy and ensure it is an integral part of all campaigns
- Plan, implement and assess digital marketing campaigns
- Manage the firm's social media platforms
- Schedule and distribute content to raise our profile
- Implement new ways for us to communicate internally and externally
- Advise Partners, Fee Earners and the Marketing Team on best practice
- Use analytics across all channels to improve and develop engagement with our content
- Identify and assess new technologies and monitor the latest trends
- Continue the development of our new website
- Manage our e-marketing platform (Vuture)

Things we'd love you to do:

- Get involved in our markets - getting to know our markets will help you add insight and value
- Generate enthusiasm - we need someone who can keep people engaged, positive and enthused
- Be creative - we work in competitive markets and need to constantly find new ways to engage

The skills and qualities that will be attractive to us:

- Degree level educated or equivalent
- A passion for digital media and communications
- Knowledge of pay-per-click, paid social campaigns and SEO
- Experience of using analytics to improve engagement
- Knowledge of HTML and content management systems
- Experience of Integrated campaign management
- Understanding of CRM software and its effective use
- Knowledge of Adobe Creative Suite including InDesign, Photoshop and Illustrator
- Knowledge of Hootsuite
- Persuasive, positive and persistent
- Ability to build relationships at a senior level
- Ability to flex style and approach to the situation and audience
- Strong attention to detail
- A strong team player

This role reports to the Director of Marketing and Business Development.

Who are we?

We are a full service law firm with a diverse client base, and pride ourselves on providing market leading advice across a broad range of sectors and markets. Delivering a first class service is key to everything we do.

Our clients range from some of the UK's largest businesses and institutions, housebuilders and developers through to investors, professional partnerships, family offices, not for profit organisations and private individuals.

Winckworth Sherwood is an **exciting, diverse and growing** business. In the last five years we have grown over 40%. Joining our team will see you work with some of the UK's most interesting clients.

It's not all about big numbers and high-profile projects, the real success of our business comes from the ability of our teams to **provide fantastic service and create long-lasting relationships.**

£3 billion

The value of the corporate transactions we have worked on in the past year

4

The number of iconic rail links we've been involved in (Crossrail, HS1, the Channel Tunnel and HS2)

£11 billion

The total value of assets held by our top family office clients

350

The number of senior executives we helped with employment issues last year

13,000

The number of homes we helped the UK's largest house builder deliver in the last decade