

Job Description – Marketing Manager
Department: Marketing

**Who are AFG:**

Established in 1897, AFG Law is a multi-disciplinary law firm who provides a range of services across the Northwest and beyond. It is built on traditional foundations combined with modern values and a fresh, forward-thinking approach. It is our mission to offer outstanding legal services, utilising our wealth of expertise and knowledge to advocate for our clients and simplify the process, cut the jargon, and achieve the best possible outcomes.

At AFG Law, it is our vision to grow, invest and innovate, to be the law firm of choice in our region and beyond with a reputation for exceptional levels of client service. We provide a great place to work, that offers tangible paths of progression and rewards for a job well done.

We will shout about our successes both internally and externally, understanding that effective communication is crucial to build both our team and our client base as we expand into new geographical areas.

Through building strong relationships with our clients and always working with the utmost professionalism, we ensure they feel secure in our hands. We have a social conscience and value our local community, supporting several noble causes, as well as being a key presence on the regional business circuit.

AFG Law as a firm is passionate about its people.

Job Summary

As a Marketing Manager at AFG Law, you will play a key role in tracking and analysing the performance of advertising campaigns, managing the marketing budget, and ensuring all marketing material is in line with our brand identity. This position is ideal for individuals with the ability to turn creative ideas into effective advertising projects.

Key Duties and Responsibilities

- Develop and executive strategies and tactics to get the word out about AFG Law and drive qualified traffic to our front door.
- Deploy successful marketing campaigns & own the implementation from ideation to execution.
- Produce valuable & engaging content for our website and social media that attracts & converts our target groups.
- Build strategic relationships and partner with external agencies and consultants.
- Prepare and monitor the marketing budget on a quarterly/annual basis.
- Collaborate with the different teams within the firm to create and distribute compelling marketing collateral.

- Measure and report on marketing campaigns' performance, gain insight and assess against goals.
- Analyse consumer behaviour, adjusting campaigns accordingly.
- Management of SEO agency, ensuring a strategy is in place and success is monitored.
- Organise and represent the firm at external events, from business fairs/exhibitions to career fairs.
- Create and manage content for various digital platforms, including blog posts, social media, employee intranet, internal newsletter and all external marketing.

Qualifications and Skills

We are looking for a highly skilled candidate with the following qualifications and skills:

- Several years' experience in marketing and Bachelor's Degree in Communications, Marketing or Business Administration, or equivalent.
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate.
- In-depth knowledge of website analytics tools
- Numerically literate, comfortable working with numbers, making sense of metrics, processing figures and setting budgets.
- A sense of aesthetics and a love for great copy and witty communication.
- Up to date with the latest trends & best practices in marketing and measurement.

Employee Benefits:

Following the successful completion of a three-month probation period, the successful applicant will benefit from:

- 25 days' annual leave, in addition to bank holidays
- Additional leave for your length of service
- 1-day annual leave for your birthday
- 1-day recharge day
- 2 Volunteer days – Paid leave each year to participate in volunteering activities
- The opportunity to buy and sell annual leave
- Annual Christmas company shutdown
- Attendance bonus
- Social Committee events
- Innovation Group contributions to help build better ways of working
- Employee gift scheme for important dates and milestones
- Refer a colleague incentive
- Continuous learning and development opportunities
- Flexible working – subject to business needs and your role within the Firm

Schedule:

- Monday to Friday
- Work Location: Hybrid