



Job Description

Job Title:	Digital Marketing Executive				
Department:	Marketing	Reporting to:	Paula Fowler	Line Manager:	Paula Fowler
Job Summary:	<p>To work in the marketing team and work on a variety of projects and firm wide initiatives. This will include CSR, internal communications, news and client communications, campaigns, using a variety of media including offline, digital and social media.</p> <p>The successful candidate will be the champion of the firm's digital strategy, keeping abreast of all movements in SEO and analysing our digital position to keep us at the top end of the industry. You'll be integral in the digital optimising of the relevant channels with a good working knowledge of how to maximise organic rankings.</p> <p>The tasks set out below are not to be regarded as strict demarcation lines.</p>				

About FJG

Support staff are highly regarded at Fisher Jones Greenwood LLP which is a young and expanding firm. We are not looking for people who are simply great within their chosen field, but individuals who can work on their own initiative, take responsibility for working well with colleagues, and get things done. Anyone working with us will have the opportunity to learn new skills alongside partners, our legal teams, our management team and all of our support staff. We will fully support and reward you for your talents in an environment that genuinely offers career paths.

Key Responsibilities / Duties

1. Working as a part of the existing Marketing team, responsible for implementing digital marketing plans to drive forward growth of the business.
2. Responsible for the company's SEO activity, constantly checking search terms, rankings and analytics to monitor website and making improvements where needed.
3. Generating original content tailored for the target audience as part of the wider PR strategy.
4. Making technical recommendations to improve the functionality of the website.
5. Use website analytics/data to drive online marketing initiatives.
6. Drive activity on PPC advertising.
7. Work to increase the number of qualified leads and lead conversion.
8. Delivering a monthly report to show ROI.
9. Produce FJG literature and merchandise as and when required.
10. To liaise with design, print and other external suppliers when necessary.
11. To deal with internal communication when required.

Skills and Experience

The ideal candidate will have a minimum of 4 years previous relevant Marketing experience. Experience of working within the legal sector in a marketing capacity is desirable but not essential.

They should also have organisational intelligence and communication skills, and be able to work on their own initiative and pre-empt problems and identify solutions. They will be ambitious and professional and recognise the relevance of their role and responsibilities and its impact on our staff teams as well as their own future career.

Key Competencies

Excellent communication skills are key. The ideal candidate needs to be able to show initiative and be self-sufficient, as well as a team player. Needs to have a can-do work ethic and be able to adapt to changes to daily requirements, juggling tasks and pre-empting problems. Time management and ability to prioritise are essential.

You will also be required to undertake other tasks as directed to ensure the work of the department or firm as a whole is carried out.

The above will change/be amended as your knowledge and experience within the firm grows.

Person Specification

	Essential	Desirable
Qualifications	<p>Level 6 (Intermediate) CIM Diploma in Professional Marketing</p> <p>Or</p> <p>Level 6 (Intermediate) CIM Digital Diploma in Professional Marketing</p>	
Skills	<p>Ability to think strategically and commercially to execute day-to-day digital marketing activities.</p> <p>Ability to write engaging content.</p> <p>Good analytical & reporting skills.</p>	<p>Presentation skills to a variety of stakeholders.</p>
Knowledge	<p>Strong understanding of monitoring and improving a website's search visibility.</p> <p>Excellent knowledge of SEO strategies and tactics including proven experience in understanding of ranking algorithms.</p> <p>Good understanding of goals, conversion tracking, user experience and conversion optimisation.</p> <p>Competent user of SEO tools including Google Analytics, Webmaster tools and other SEO software.</p>	<p>Knowledge of Legal sector.</p>
Experience	<p>4+ years' experience working on SEO campaigns with a proven track record of success, including increasing the number and value of inbound leads.</p> <p>Experience in managing online campaigns and analysing their results.</p> <p>Experience of video production and editing an advantage.</p> <p>Experience with developing and presenting search marketing</p>	<p>Experience of working within a legal environment.</p>

	strategies and detailed website audits will be looked upon favourably.	
Personal Attributes	<p>Excellent communication skills including telephone, email and face to face.</p> <p>Strong administrative skills.</p> <p>Strong influencing and communication skills.</p> <p>Ability to multi task with a varied workload for different departments.</p> <p>Demonstrates a flexible approach to dealing with ad-hoc tasks.</p> <p>Ability to build strong relationships.</p> <p>Self driven and motivated, taking a positive can-do approach.</p> <p>Works well under pressure and to short deadlines.</p>	