

Job Title: Marketing & Business Development Intern

Location: Blackfriars, London

Term: 6 month fixed term

Salary: £22k pro-rated

BNC Ref: BNC140

Job Description Summary

Reporting to a Marketing and BD Manager, the Marketing and BD Intern supports the marketing, business development, and communication efforts of the firm's Corporate & Securities, Finance & Real Estate, Tax and Finance Restructuring practices. The role will liaise closely with all employees within the department and have exposure to employees and lawyers of all levels across the firm.

The Marketing and BD Intern must be able to interact across all levels of the Firm and work closely with the marketing department both in London and overseas. A professional demeanor and can-do attitude to get involved with a range of different marketing and BD initiatives is essential. The flexible nature of the role means there may be scope for the individual to work across a range of projects, developing skills in business development, marketing communications, events and PR.

This position is for a 6 month fixed term contract with the possibility to extend if the opportunity presents itself.

Job Description:

Typical day-to-day duties may include the following:

Website

- Ongoing updates to the company website including lawyer bios, event information, technical updates and posting of articles authored by lawyers.

Email Marketing

- Supporting the preparation and distribution of regular legal update email shots "OnPoints" and announcements through our email software, Vuture.
- Drafting and setting external conference, internal event and new lawyer email shots – using a standard template as a guide.

Social Media

- Regularly posting relevant items to LinkedIn for sharing (directly and through ClearViewSocial) and reminding fee-earners to share, e.g. links to recent technical updates and events.
- Setting up tweets to send from the business account.

Events

- Supporting select events (start to finish) as part of wider marketing campaigns. This will include monitoring responses, preparation of delegate badges, meeting and greeting clients at registration, preparing delegate packs and collating feedback.

Publications and other Marketing Materials

- Supporting the BD Manager to work with the in-house design team to prepare brochures, fact sheets and adverts on an ad hoc basis.

Proposals/Pitching

- Providing support to the pitch process by ensuring credentials documents are kept up to date and saved correctly.
- Help with research and updates to market positioning statements and credentials for specific practices, sectors and/or geographies.

Database and CRM Management

- Assisting with regular clean ups to CRM system and new business opportunities system.
- Assisting with comprehensive reviews of internal systems to improve information quality, such as new business opportunities and targeting records.
- Using internal and external databases to prepare client targeting information.

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