

# SENIOR MARKETING MANAGER

## JOB DESCRIPTION

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Date: January 2025

Reporting to: Managing Partner

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### **Job Title: Senior Marketing Manager**

Location: Jersey

#### Position Overview:

This role requires a skilled and experienced Senior Marketing Manager to work within BCR and its group of Companies. The role requires a creative leader who can enhance our brand presence, develop, and implement comprehensive marketing strategies, and drive business growth across all our departments. The Senior Marketing Manager will oversee and have direct management of the Marketing and Social Media Executive and will be responsible for ensuring all marketing activities align with our brand guidelines and strategic objectives.

#### **Key Responsibilities:**

#### **Brand Management:**

- **Short-term:**
  - Evaluate brand performance post-refresh: Conduct a thorough assessment of the updated brand's strengths, weaknesses, and market reception to ensure alignment with strategic objectives.
  - Identify key opportunities for brand optimisation: Pinpoint immediate areas for further enhancement and create a tactical plan to refine the brand presence, ensuring quick wins and long-term consistency.
  - Ensure brand consistency: Finalise and enforce the implementation of updated brand guidelines across all platforms and marketing materials to maintain a unified and cohesive brand identity.
- **Medium-term:**
  - Ensure ongoing brand adaptation: Oversee the continued implementation of the brand refresh, making necessary adjustments based on performance, feedback, and evolving market conditions.

- Maintain up-to-date brand guidelines across all group companies: Regularly update brand guidelines to reflect changes and ensure consistent application across all channels, while ensuring adherence to the standards.
- Conduct regular brand reviews: Perform periodic evaluations to ensure the brand stays consistent with its vision and remains relevant to the target audience and market trends.
- **Long-term:**
  - Evolve the brand strategy: Continuously refine and adapt the brand strategy to align with shifting market dynamics, business objectives, and consumer expectations.
  - Monitor and adjust brand perception: Regularly assess how the brand is perceived by the market, and make strategic adjustments to maintain a positive and impactful brand image.

### Marketing Strategy:

- **Short-term:**
  - Implement and execute the established marketing strategy: Take ownership of the pre-designed marketing strategy, ensuring alignment with departmental goals, brand guidelines, and revenue growth targets.
  - Execute targeted campaigns: Launch marketing campaigns designed to boost brand awareness and engage clients, driving measurable results.
  - Collaborate on content creation: Work closely with the Marketing and Social Media Executive to produce compelling collateral for social media, website, and other marketing platforms, ensuring consistency with the brand's voice and messaging.
- **Medium-term:**
  - Leverage multiple marketing channels: Effectively utilise a mix of digital, print, social media, and PR channels to promote our services and drive engagement.
  - Manage content planning: Develop and maintain a content calendar to ensure the timely and efficient execution of marketing campaigns across various platforms.
  - Analyse market trends: Monitor market conditions and emerging trends to identify new growth opportunities and competitive advantages.
- **Long-term:**
  - Enhance and evolve marketing plans: Continuously refine and expand marketing strategies to align with the firm's long-term vision and business priorities.
  - Cultivate strategic partnerships: Build and nurture long-term relationships with key partners and sponsors to enhance brand visibility and reach.

### Market and Competitor Analysis:

- **Short-term:**
  - Conduct market research to understand the competitive landscape, client needs, and emerging trends.
  - Perform an initial competitor analysis to identify strengths, weaknesses, opportunities, and threats.
- **Medium-term:**
  - Implement regular market and competitor analysis to stay informed on industry developments.
  - Adjust marketing strategies based on findings from ongoing analysis.
- **Long-term:**
  - Develop strategies to maintain a competitive edge and adapt to changing market conditions.

### Events and Sponsorship:

- **Short-term:**
  - Review current sponsorship and understand why we have undertaken it and for what purpose.
  - Review and find out about the ROI and comment on what should and could have been done differently to educate fee earners and partners.
- **Medium-term:**
  - Develop and execute current calendar of events and sponsorships for the year.
  - Build and maintain relationships with key referrer channels and partners.
  - Plan, organise, and manage immediate events such as seminars, webinars, and client appreciation events.
  - Identify initial sponsorship opportunities that align with our brand and business objectives.
- **Long-term:**
  - Create a long-term strategy for events and sponsorships that supports business growth and brand visibility.

### Budget and ROI Management:

- **Short-term:**
  - Manage initial departmental budgets, ensuring all marketing activities are cost efficient and within allocated resources.
  - Set up metrics and KPIs to track the success of marketing activities.
- **Medium-term:**
  - Develop detailed marketing budgets and monitor expenditure regularly.
  - Provide monthly reports on ROI and present findings at the partners' meetings.
- **Long-term:**
  - Utilise data analytics to continuously measure the effectiveness of marketing campaigns.
  - Make data driven decisions to optimise marketing spend and improve ROI.

### Strategic Objectives:

- **Short-term:**
  - Set SMART objectives for marketing activities.
  - Align marketing efforts with immediate business goals.
  - Understand our values and how we can develop these.
- **Medium-term:**

- Ensure all marketing efforts align with the firm's medium-term goals and objectives on growth and departmental budgets.
- Regularly review and adjust objectives based on performance and business needs.
- **Long-term:**
  - Develop and implement long-term marketing plans that support the firm's strategic vision.
  - Monitor and adjust objectives to ensure ongoing alignment with business priorities.

#### **Fee Earner / Employee and Partner Engagement:**

- **Short-term:**
  - Collaborate with internal teams to foster a culture of marketing awareness and engagement.
  - Provide initial training and support to employees on marketing strategies and brand values.
  - Engage Partners and Fee earners in strategy especially on business development and encourage and support fee earners and partners to participate in industry events, speaking engagements, and professional associations.
  - Understand the service areas, what we provide, what we are good at and need to improve.
- **Medium-term:**
  - Continue to support and train teams to enhance their understanding of marketing initiatives.
  - Encourage participation in marketing activities and campaigns.
- **Long-term:**
  - Develop programs to ensure ongoing employee engagement in marketing efforts.
  - Foster a marketing centric and business development culture within the firm.

#### **Social Media and Image Library Management:**

- **Short-term:**
  - Oversee social media channels to ensure alignment with brand guidelines.
  - Work with the Marketing and Social Media Executive to curate and maintain a relevant image library.
- **Medium-term:**
  - Develop a strategy for regular social media content that reflects our brand which empowers the Marketing and Social Media Executive to create and post content.
  - Ensure the image library is comprehensive, well organised, and accessible.
- **Long-term:**
  - Maintain and update social media presence and image library to keep content fresh and relevant.
  - Monitor social media metrics and adjust strategies to improve engagement.

#### **Internal Templates and Brand Guidelines:**

- **Short-term:**
  - Work with department representatives to ensure all internal templates adhere to brand guidelines.
  - Implement processes to ensure compliance with brand guidelines in all documents.
- **Medium-term:**
  - Conduct regular reviews to ensure ongoing adherence to brand guidelines.
  - Update templates with department representatives as needed to reflect any changes in the brand strategy.

- **Long-term:**
  - Continuously review and refine brand guidelines and templates to ensure they remain current and effective.
  - Ensure all internal communications reflect the brand values and guidelines.

### **Business Development Support:**

- **Short-term:**
  - Nurture and foster new relationships on the island that present opportunities for new business.
  - Organise networking events and introductory meetings for fee earners and partners.
  - Develop and maintain a database of referrers, clients, and prospects.
  - Source and identify a suitable mailing software platform that aligns with the group's business development goals. Ensure the platform integrates seamlessly with other software tools and platforms.
- **Medium-term:**
  - Ensure all business development materials adhere to the updated brand guidelines.
  - Develop tailored marketing collateral for different practice areas.
  - Launch targeted marketing campaigns for specific practice areas to attract new clients.
  - Implement client feedback surveys to improve service delivery and client satisfaction.
- **Long-term:**
  - Implement a robust client relationship management program to enhance client retention and loyalty.
  - Encourage and support fee earners and partners to participate in industry events, speaking engagements, and professional associations.
  - Develop case studies and success stories highlighting BCR's expertise and successful client outcomes.

### **Reporting Structure:**

The Senior Marketing Manager will report to the firm's managing Partner who will sign off on spending, design, and important decisions.

The Senior Marketing Manager will present bi-monthly to the Partners and Senior Leadership team on the ROI reporting, updates against strategies and marketing updates at the partners' meetings.

The role will oversee the management of the Marketing and Social Media Executive who will produce collateral for social media, the website, and manage the image library to ensure all content is on brand and aligns with strategic objectives.

**January 2025**