

Job Opportunity

Title: CRM & Client Data Manager

Department: Business Development and Marketing

Reporting to: Head of Business Development

fladgate



Listed in The Times 'Best Law Firms', Fladgate is a leading UK-based law firm focused across the Corporate, Private Wealth, Dispute Resolution, Real Estate and Funds, Finance and Regulation practices. The firm has a turnover of approximately £100m with over 400 people, all operating from a single office based in Covent Garden, London.

Role Specification

This is a great opportunity to join our high performing and welcoming BD & Marketing team. Our team of 17 is headed up by our Chief Marketing Officer. The BD team of 11 is led by our Head of BD, and we also have a central Marketing & Communications team of three, as well as a Client Service Director and a Team Assistant.

The firm has invested significantly in growing the BD & Marketing team in recent years, and it has more than doubled in size. Each department in the firm has a Manager and Executive level BD contact who are genuinely embedded in that practice group.

As an entrepreneurial mid-market firm, we have a level of freedom around how we invest in and develop our team, which isn't the case everywhere. We have many examples within the team of people who have been promoted internally or have moved to another part of the BD & Marketing team to further their career development.

Improving our approach to CRM and using this as a tool to unlock growth is a key part of our firm's strategy. As CRM & Client Data Manager, your role would be to drive forward the implementation of that element of our strategic vision and to manage the firm's CRM system (Interaction+ Hybrid) and email marketing platform (Vuture).

We are investing significantly in our CRM systems, including by way of a software upgrade and by bringing in some additional platforms. We are looking for someone who can drive us forward on that journey, bringing our BD & Marketing team – and our lawyers – with you.

The role has a wide remit and covers all departments, working closely with the rest of the BD & Marketing team.

Our people are at the heart of everything we do. The talent, dedication and passion of Fladgate employees is what drives us to achieve excellence.

Nicola Thomas, Head of Talent Acquisition

Key Responsibilities

- Take a lead role in the launch of a new approach to CRM across the firm, advising on the best method of implementation and on elements of the CRM strategy (which remain undecided).
- Ensure that our CRM-related data is, and continues to be, up to date and able to support our BD & Marketing plans.
- Introduce and implement a full suite of policies and procedures around CRM including in relation to adding new data (e.g. from a joining partner), ensuring data quality (e.g. creation of minimum data standards, managing bounce-backs, unsubscribe requests, etc.) and the deletion of data.
- Act as relationship lead for relevant external suppliers and vendors.
- Act as the first port of call for CRM-related queries from the business.
- Introduce a GDPR-compliant onboarding and preference management process for contacts within the CRM system.
- Train new joiners (within the BD & Marketing team and beyond) on our CRM approach and how to use our systems.
- Train fee earners where needed on our approach to CRM and the use of our systems.
- Work with the BD & Marketing team on reporting and analytics (including in the context of our key client programme, marketing campaigns, mailings, events and client or intermediary targeting initiatives), delivering insights to increase engagement with our CRM approach and BD activities generally.
- Stay on top of developments in the CRM and email marketing world, recommending where we should invest in different or additional tools or processes.
- Champion the use of the new system and approach to drive behavioural change across relevant users.
- Act as subject matter expert within the BD & Marketing team on all elements of CRM, educating and guiding them and others on best practice.
- Work with other parts of business services as required – particularly IT and Finance – including around potential integrations with existing or future tools.
- Ensure our processes comply with GDPR and other relevant regulations, working with our data committee.
- Feed into and deliver firm wide projects as required.

Person Specification

Our ideal candidate will possess the following attributes:

- 4+ years or more experience of working in CRM-related roles, including in a law firm environment.
- Extensive experience of using Interaction+ Hybrid.
- Experience of working with IQ, Vuture and Cirrom would be an advantage.
- Experience of embedding a new CRM approach or system (even as part of a team) would be an advantage.
- Excellent organisational skills.
- Strong attention to detail.
- Excellent data analytics capabilities.
- Experience in project management.
- Able to work autonomously and to a deadline.
- Confidence in upskilling the BD & Marketing team, and others within the firm, including those in more senior positions.
- Commercially aware, sensitive to the concerns and needs of internal stakeholders and external clients and intermediaries.
- Energetic and creative, with a positive attitude.



Benefits



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We reward our staff for their continued commitment to the success of this Firm with a comprehensive range of benefits. Fladgate have also adopted a hybrid model of both office- based and home working which is a discretionary benefit depending on the role and responsibilities.

On joining	• Life assurance scheme – 5x annual salary (non-contributory) • Annual holiday entitlement – 26 days per calendar year (full time) • Flexible holiday scheme – buy up to five days extra holiday per annum (pro rata for part time employees) • Recruitment (staff introduction) bonus – £1,000 - 5,000 • Personal training/yoga – free weekly sessions • Free online GP service – 24/7 video GP consultations • Yoga and physical training sessions • Hybrid working allowance • Everyday lifestyle savings via Vivup • IHG hotels discounts
After 2 months	• Group personal pension plan matching employee contributions of 4% - 5% (automatically enrolled) • Processed via salary sacrifice 50% of employer NI savings added to contribution
After 3 months	• Group income protection • Season ticket interest free loan • Private Dental Plan – payable through monthly payroll • Gymflex scheme • Eye test vouchers – every two years • Cycle to Work scheme
After 6 months	• Private medical insurance (PMI) for employee cover is employer-paid, however additional family cover is employee-paid • Marriage/Civil Partnership gift • Private Medical Insurance Scheme

At Fladgate, we recognise the importance of an agile approach, not only in the way we work with our clients, but our employees also. Hybrid working at Fladgate varies depending on your role and responsibilities. As a general rule, for those who can work from home and have roles compatible with home working, we operate a hybrid pattern of two days remote working and three days office based.

Family Friendly Policies

Our aim

To create a culture where our people can thrive and feel supported at work. As such, the Firm's approach to parental leave is designed to ensure that anyone who is a parent or is expecting to be a parent has a positive experience prior to parental leave, during their parental leave and upon their return to work whichever type of leave they decide to take.

Our parental leave policies cover:



Maternity

We offer both statutory maternity pay (SMP) and enhanced maternity pay (EMP), subject to eligibility. If eligible, EMP provides 100% of your salary in weeks 1-20 and 50% of your salary in weeks 21-32. Weeks 33-39 are at the government set rate (or 90% of salary, whichever is lower).

Paternity – The firm offer an Enhanced Paternity Pay (EPP) scheme. We offer up to 6 weeks paid paternity leave. This includes 2 weeks Ordinary Paternity Leave (OPL) and, subject to one year's continuous service, a further 4 weeks EPP - all paid at full basic salary.



Shared Parental Leave (SPL) – SPL

allows parents to take up to 50 weeks' shared leave in total, following the birth or adoption of a child.



Adoption and Surrogacy

Full details can be found in our staff handbook, which will be provided upon offer of employment.



Ordinary Parental Leave – Allowing up to 26 weeks unpaid leave for employees who have parental responsibility for a child / children.

*further details of our family friendly policies can be found in the Staff Handbook

Inclusion & Diversity

Our focus

We know that to achieve our inclusion and diversity objectives we need to focus on a number of areas:

Developing a diverse leadership – We have a mix of different ethnicity and genders on our leadership groups. We are working hard to improve the gender balance of our partner team and we are striving for 30% female representation by 2025.

Attracting a diverse workforce – This means adopting a properly personal approach when connecting with those interested in joining our team including: ensuring fairness in our processes; working with those, like recruiters, who help us in this; a commitment that you will always meet male and female talent in our recruitment interviews.

Engaging with everyone in our team to ensure they are heard, supported and understood. Encourage everyone to develop their own voice in shaping our culture, their future and our service to clients. That might be working flexibly or that might be a specific career programme - everyone needs different things at different times.

I&D at Fladgate →

As the I&D Partner Lead of the Firm, I am acutely aware that our vision and values are built around the word 'personal'. We are a people business dependent on brilliant client relationships. Inclusion and diversity objectives are therefore not 'soft' business aspirations, they are fundamental to our success.

Helen Curtis-Goulding
I&D Partner Lead



Wellbeing

The Firm recognises the importance of the health and wellbeing of all our people and that it can play a part in promoting an environment which allows everyone to flourish and reach their full potential.



Physical Health

- Optional dental insurance
- Eye care vouchers
- Flu jab vouchers
- Weekly personal (group) training or yoga sessions
- Gym membership and fitness activity discounts
- Cycle to work scheme
- Menopause care via Stella app
- Bupa private medical insurance (optional benefit to join after six months' service)



Financial Health

- Group personal pension and group income protection scheme
- Life assurance (5x annual salary) scheme
- Season ticket loans
- Fee-earner bonus scheme
- Client introduction bonus scheme
- Recruitment bonus
- Access to everyday lifestyle discounts, via the Vivup app
- Financial management workshops inc. mortgage and pension management



Mental Health

- Employee Assistance Programme (EAP), available 24/7 and 365 days a year
- Counselling and CBT sessions available via the EAP
- Annual holiday entitlement and flexible holiday scheme, with the opportunity to buy up to an additional weeks' holiday
- Resilience and stress management training
- Mental health awareness talks and training sessions
- The option to mix office-based and home working as a regular pattern of your working week



Social & CSR

- Sports and social events, organised by our Sports & Social Committee throughout the year inc. summer and winter parties, bowling nights and quizzes
- CSR committee and fundraising activities
- Flexible working policy
- Loyalty holiday bonus, rewarding long service
- PRIME work experience opportunities
- Student mentoring for LPC and GDL students at the University of Law

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