

Job Opportunity

Title: Marketing & Communications Executive

Department: Business Development & Marketing

Reporting to: Senior Marketing Manager & Internal Communications Manager

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

We're on the lookout for an exceptional individual to join our Business Development and Marketing team. Our team is characterised by its entrepreneurial spirit and agility, and we're seeking colleagues who are equally ambitious, smart, and curious. The latest role we're offering provides plenty of room for growth and creativity within a successful and rapidly expanding firm. If you're a high-energy individual looking for an opportunity to thrive, we encourage you to apply and join us on our journey.

Working with the Senior Marketing Manager & Internal Communications Manager in the close-knit Marketing & BD Team, your wide-ranging role is responsible for assisting in the execution of the firm's digital marketing & internal communications strategies. The role involves collaborating with the internal teams and external agencies, in addition to key internal stakeholders. Deliver digital marketing activities to further promote the firm's brand, reputation and client base in alignment with the agreed marketing plans.



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

- Support the day-to-day management and continuous development of the firm's website and social media channels, including LinkedIn and Instagram, ensuring content is engaging, accurate and aligned with the firm's brand and strategic objectives.
- Maintain a strong understanding of the social media landscape, particularly within a professional services and B2B environment, providing insights and recommendations to maximise engagement, reach and brand awareness.
- Work closely with the Internal Communications Manager to plan, draft, coordinate and deliver internal communications, managing content calendars and liaising with stakeholders across the firm.
- Assist with the maintenance, development and optimisation of the firm's intranet and associated SharePoint sites, ensuring content remains current, relevant and user-friendly.
- Create high-quality marketing and communications materials, including social media graphics, brochures, presentations, digital assets and other branded collateral, utilising tools such as Canva and other design platforms.
- Support the production of multimedia content, including basic video creation and editing, ensuring all outputs adhere to the firm's brand guidelines and tone of voice.
- Develop engaging copy for a variety of channels, including social media, website content, internal communications, event promotions and marketing campaigns.
- Coordinate and maintain the firm's social media content schedule, working closely with the Senior Marketing Manager to ensure a consistent and strategic approach to content planning and delivery.
- Support the execution of SEO initiatives and digital marketing projects,

collaborating with external agencies and internal stakeholders to improve online visibility and performance.

- Monitor and report on the performance of digital marketing and social media activity, using analytics tools to provide insights and recommendations for continuous improvement.
- Assist with the creation, coordination and distribution of client-facing marketing collateral, managing projects from initial concept through to final production.
- Provide administrative and organisational support across marketing and communications activities, effectively managing competing priorities and deadlines.
- Utilise marketing and business development systems, including Vuture, SharePoint and InterAction, to support events, mailings, campaigns and wider business development initiatives.
- Build strong relationships with partners, lawyers and business services teams to deliver effective communications, marketing campaigns and strategic projects.
- Provide additional support to the wider Business Development & Marketing team as required, contributing to departmental projects and firmwide initiatives.

Person Specification

Our ideal candidate will possess most of the following attributes:

- Excellent written and verbal communication skills, with the ability to produce high-quality, engaging and audience-appropriate content. Attention to detail is essential, with excellent proofreading, editing and drafting capabilities.
- Professional, personable and credible, with the confidence to communicate effectively and build relationships with stakeholders at all levels of the organisation.
- Strong interpersonal and influencing skills, with the ability to develop trusted working relationships at all levels across the business.
- Demonstrates initiative, creativity and a proactive approach, identifying opportunities to add value and drive continuous improvement.
- Highly organised and able to manage multiple priorities, deadlines and competing demands while maintaining a calm and professional approach.
- Ability to work independently, take ownership of tasks and projects, and consistently deliver work to a high standard and within agreed timeframes.
- Commercially aware, with an interest in the legal sector and an understanding of how marketing and communications activities support business development objectives.
- Strong research and analytical skills, with the ability to monitor market trends, identify opportunities and translate insights into effective communications and campaigns.
- Comfortable using technology and digital platforms, including social media and communication tools, with a willingness to embrace new technologies and innovative approaches.

- A collaborative team player who enjoys working with others to deliver successful projects and achieve shared goals.
- Sound judgement, professionalism and discretion, with a commitment to maintaining high standards of accuracy, quality and client service.



Benefits



Benefits

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 35% female representation by 2027.

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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