

## Serle Court Job Description

### MARKETING EXECUTIVE

- Purpose:** To provide high-quality administrative and operational marketing support to Chambers and its members, ensuring the smooth delivery of events, CRM activity and marketing processes, and supporting the wider BD and marketing programme.
- Reports to:** Marketing Manager
- Contract:** Permanent
- Hours:** 40 hours per week, between 8am and 7pm (core hours generally 9am to 5.30pm), with flexibility required around the events schedule.

### The Organisation

Serle Court is a leading commercial Chancery set in London with an established global reputation. We have 85 members, including 30 Silks, and are regularly instructed on complex, high-profile matters across our core practice areas in the UK and internationally. Chambers is supported by an experienced practice management and support staff led by the Chambers Director.

Under the guidance of the BD and Marketing Director and Marketing Manager, Serle Court delivers a busy and diverse business development and marketing programme across multiple jurisdictions and practice areas. The marketing and BD function is a collaborative team of four, known for delivering high-quality, responsive support to members and Chambers' strategic objectives.

### The Role

The Marketing Executive provides essential day-to-day support across Chambers' marketing and BD activity. The role involves managing multiple workstreams concurrently, with a particular focus on operational delivery, CRM administration, and the logistics and coordination that underpin effective marketing activity.

Working closely with the BD & Marketing team, the postholder supports the delivery of Chambers' events programme, client communications, directories processes and wider marketing outputs.



### **Main responsibilities**

#### **MARKETING EVENTS**

- Support the planning and delivery of Chambers events, including client hospitality, seminars, in-house training and other profile-raising activities.
- Manage event logistics and administration, including diary coordination, invitations, event materials, name badges, attendance tracking, supplier liaison and set-up.
- Provide on-the-day support at events when required, and assist with event marketing and communications, including email marketing, website and social media updates, and post-event follow-up.

#### **MARKETING ADMINISTRATION**

- Maintain Chambers' CRM system (LEX), ensuring contact data is accurate, up to date and aligned with Chambers' marketing and BD needs, including building, updating and segmenting mailing lists and contact groups for campaigns.
- Maintain the BD diary, BDM schedule and events and media planner, ensuring activities are recorded accurately and visibility is maintained across the team.
- Manage shared BDM and Events inboxes, triaging requests and ensuring all queries are actioned or allocated appropriately.
- Monitor branded materials and merchandise stock, maintain accurate logs, coordinate reorders, and liaise with suppliers to ensure timely and cost-effective ordering.
- Support the production and distribution of marketing materials for events and campaigns, working to Chambers' brand standards.

#### **DIRECTORIES**

- Provide administrative and process support for Chambers' legal directories submissions, working closely with the BD and Marketing Director in line with agreed timelines.
  - Collect and track information from members, following up to ensure submissions are complete and on schedule.
  - Compile and maintain referee lists and supporting documentation, ensuring accuracy and consistent presentation.



- Support researcher interviews and maintain clear internal records of progress and outcomes, including post-submission publicity and profile updates as required.

### **DIGITAL MARKETING**

- Support Chambers' digital channels, including LinkedIn, Instagram and other relevant platforms, by scheduling and publishing content as required.
- Assist with creation and formatting of digital content, including short videos, event clips and visual assets, ensuring consistency with Chambers' brand and style.
- Help maintain an organised digital asset library (photographs, video files, templates and branded materials) to support campaigns and events.
- Manage day-to-day website and intranet updates, including barrister profile and library information changes, ensuring content remains current and accurate.

### **GENERAL MARKETING & BD SUPPORT**

- Provide flexible support across the wider BD and marketing programme, contributing to team planning, administration and ad hoc projects aligned to Chambers' priorities.
- Build strong working relationships with members, practice managers and support staff to ensure marketing activity is coordinated, accurate and responsive.

## **PERSON SPECIFICATION**

### **ESSENTIAL**

- Highly organised, proactive and able to manage competing priorities effectively.
- Strong attention to detail and confidence handling data accurately.
- Clear and professional written and verbal communication skills.
- Comfortable working with multiple stakeholders and responding promptly to requests.
- Positive, flexible and collaborative approach to supporting a busy programme.
- Educated to degree level or with equivalent relevant marketing qualification.
- 2-3 years' marketing experience in a professional services



environment (legal sector desirable).

- Demonstrable interest in developing a long-term marketing career and undertaking further training.

### DESIRABLE

- Experience using CRM systems (LEX or similar) and maintaining databases.
- Familiarity with Canva and/or Adobe Creative Cloud.
- Experience supporting events or campaigns.
- Experience supporting legal directories submissions and related processes within a professional services or legal environment.
- Strong Microsoft 365 skills (Word, Excel, PowerPoint).
- Familiarity with website CMS and social media platforms.

### TO APPLY

Please apply via our recruitment partners, Blue Legal. To do so, contact Rosie Porter at Blue Legal ([rosie.porter@bluelegal.com](mailto:rosie.porter@bluelegal.com)) with your CV and LinkedIn profile, plus a cover letter explaining your interest in Serle Court and the skills and experience you would bring to the role.

**Apply early, as interviews will be scheduled on a rolling basis.**  
**Closing date: Monday, 15 December.**