

BLACKSTONE CHAMBERS COMMUNICATIONS & MARKETING EXECUTIVE

Objective

To ensure that relevant, contemporary information about individual members of Chambers and the cases that have characterised their success is captured intelligently and communicated appropriately to internal and external audiences. This is a key role with responsibility for delivering all content, including Chambers' digital presence, with a particular focus on directory submissions, barrister CVs and Blackstone Chambers' website.

Specific tasks

- Forge effective personal and professional relationships with members of Chambers with a view to creating a bank of continuously up to date information that can be used for informing the market and the media and for fostering potential business expansion.
- Establish a programme of maintenance of the individual CVs of all members of Chambers. CVs to conform to existing 'house style' that needs ongoing refinement on new website, in consultation with the Deputy Chambers Director. Goal is to update all CVs on a quarterly basis.
- Assume responsibility for the planning, overseeing and compilation of information for the production of legal directory entries on behalf of Chambers and individual members of the set. To review process of directory submission compilation to ensure the 'overview' is prioritised and can be produced in consultation with the relevant practice groups.
- Disseminate data drawn from the information updates both internally to clerks, and duly edited as appropriate, for use on the website and in the production of marketing literature from the practice groups and on behalf of Chambers generally.
- Act as the gatekeeper and brand champion for the Chambers website and all other corporate materials to ensure that each expression of the brand is in keeping with the character and purpose of the set. Oversee, coordinate and edit web site information on a regular basis with some administrative assistance.
- Maintenance and upkeep of website generally.
- Oversee the 'clean-up' of Lex data and ongoing database maintenance.
- Monitor the legal media in particular and the national press in general for coverage of Chambers and its individual barristers. Be responsible for disseminating this information in a way that is both immediate, relevant and engaging, primarily through the Chambers newsletter, the Blackstoner.
- Research and production of briefing notes for Members of Chambers/practice groups/staff ahead of targeted events and business development initiatives.
- Event management. Provide support and assistance to Events Coordinator as required, in particular on-site support at events.
- Identify possible opportunities and take responsibility for the drafting of awards submissions when required.
- The Communications & Marketing Executive reports to the Deputy Chambers director.