

### Marketing Executive (Real Estate)

<b>Department:</b>	<b>Marketing and Business Development</b>
<b>Team and Business Unit:</b>	Real Estate Marketing and Business Development team
<b>Reports to:</b>	Real Estate Marketing and Business Development Manager (BDM)
<b>Purpose of job:</b>	To deliver high-level, quality and innovative business development and marketing strategies for the Real Estate sector group.
<b>What's in it for you?</b>	<p>The Marketing and Business Development department at BLP has been built in a non-traditional way for the legal sector. The team comprises specialists from backgrounds including PR, design, media, and the big-four accountants. The result is a dynamic and energetic team environment which nurtures fresh perspectives and ultimately lends the firm a competitive advantage.</p> <p>Since 2012 we have either won or been shortlisted for a host of marketing and other specialist awards, including:</p> <ul style="list-style-type: none"> <li>• The Lawyer Management Awards 2013 - Best marketing/comms team</li> <li>• DADI Awards 2013 - Best professional services website</li> <li>• Drum Marketing Awards 2013 - Digital strategy of the year</li> <li>• CorpComms Awards 2012 - Best internal publication</li> </ul> <p>We take a holistic approach to marketing and business development, with the goal always to help our lawyers win more work and make new connections. Because we are so transparently aligned to this core strategic objective, we enjoy full buy-in from the business including senior management, who have a clear view of how our work contributes to the overall success of the firm.</p> <p>You will be a core member of the Real Estate Marketing and Business Development team, working alongside some of the UK's top real estate lawyers.</p>
<b>Key tasks:</b>	<p>This role supports the Real Estate sector groups and it has an international element, specifically working with the BDM to support the office in Abu Dhabi.</p> <p>The team will increasingly be working across departments to deliver firm-wide strategies and initiatives for the Real Estate sector.</p> <p>Key responsibilities include:</p> <ul style="list-style-type: none"> <li>• Work with partners from across the real estate group to identify issues and opportunities for us to develop new business or cross-sell</li> </ul>

## Job Description

	<ul style="list-style-type: none"> <li>• Involvement in cross-departmental Real Estate sector initiatives</li> <li>• Contribute to and shape marketing and business development practice plans</li> <li>• Responsibility for real estate-led pitching, including ensuring a "best practice" approach, management and production of individual pitches/capability statements and coaching on pitch presentations</li> <li>• Support the BDM in developing and delivering thought leadership campaigns</li> <li>• Working with the knowledge management team and a cross-practice group of fee earners to develop and deliver relevant email alerts to specific clients/targets</li> <li>• Ownership of the Real Estate directory and award submissions, including research, management of the process and editorial control</li> <li>• Supporting the Abu Dhabi office, including marketing materials and pitches</li> <li>• Development of strong, clear content for marketing literature and other collateral, as required</li> <li>• Drive seminar programmes, conferences, other events in line with the marketing plans</li> <li>• Support Firmwide and Real Estate PR initiatives</li> </ul>
<b>Experience and Knowledge</b>	<ul style="list-style-type: none"> <li>• Degree educated, possibly with a Marketing (CIM) qualification</li> <li>• Professional services background</li> <li>• Solid Business Development and Marketing experience</li> <li>• Real Estate knowledge preferred, but not essential</li> </ul>
<b>Attitude and Skills</b>	<ul style="list-style-type: none"> <li>• Ability to work autonomously as well as part of a team</li> <li>• Highly enthusiastic with positive attitude</li> <li>• Self-motivated and proactive</li> <li>• Highly organised with impeccable attention to detail</li> <li>• Excellent written communication and project management skills</li> <li>• Able to multi-task and manage competing priorities/projects</li> </ul>

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	<ul style="list-style-type: none"> <li>• Able to work under pressure and to tight deadlines</li> <li>• Strong influencing skills</li> <li>• Professional and confident</li> <li>• Delegation and supervisory skills</li> <li>• Good sense of humour</li> </ul>
<b>Confidentiality</b>	<ul style="list-style-type: none"> <li>• To ensure all hardcopy materials containing confidential information are securely stored and accessible only to those authorised to view such content</li> <li>• To ensure all confidential information stored electronically are securely stored and accessible only to those authorised to view such content</li> </ul>
<b>Disclosure</b>	<ul style="list-style-type: none"> <li>• As a regulated firm of solicitors, Berwin Leighton Paisner LLP ("BLP") is required to undertake appropriate vetting of staff. In addition to completion, by applicants who accept a job offer, of a regulatory questionnaire, BLP uses a specialist provider to undertake professional verification and background checks (including through electronic data sources, and directly with employers and professional bodies/regulators) on our behalf. We will also undertake certain verifications ourselves</li> <li>• BLP adopts a risk-based approach to its vetting procedures, which are only undertaken with consent, and in accordance with its legal and regulatory obligations. For further details, please see our recruitment website: <a href="https://jobs.blplaw.com/">https://jobs.blplaw.com/</a></li> </ul>