

Marketing Manager

Brand, Marketing & Communications Team

Recruitment

About Ashurst	<p>Ashurst is a leading global law firm with a history spanning over 200 years, and a clear strategy for our future growth. Our in-depth understanding of our clients and commitment to providing exceptional standards of service have seen us become a trusted adviser to local and global corporates, financial institutions and governments in all areas of commercial law. To find out more please visit here.</p> <p>To comply with regulatory and client requirements, Ashurst will undertake appropriate vetting of staff. When applicants accept a job offer, Ashurst, alongside a specialist provider, will undertake professional verification and background checks. These checks are only undertaken with consent, and in accordance with our legal and regulatory obligations.</p>
Role overview	<p>We have an opportunity for a proactive, creative and enthusiastic marketing professional to join our global Brand, Marketing & Communications team in an APAC role based in Sydney, Melbourne or Brisbane.</p> <p>This role is responsible for planning and executing on iconic, high impact marketing and thought leadership initiatives that position the Ashurst brand.</p> <p>The role will also work closely with Business Development to take our Integrated Solutions to market (the combination of Legal, Risk and NewLaw offerings to provide comprehensive client solutions).</p> <p>This is a hands-on role requiring a highly experienced marketing practitioner with the ability to develop and design campaigns that build brand and positioning, generate leads that broaden our client footprint and deliver revenue opportunities around specific client issues.</p> <p>They will be required to work across multiple campaigns simultaneously and collaborate with various teams to deliver on the campaign tactics.</p> <p>Whilst an APAC role, you will be required to participate in some evening calls as a member of a global team.</p>
Main responsibilities	<p>Your day-to-day responsibilities include:</p> <ul style="list-style-type: none">• Co-ordinating multi-channel, integrated marketing campaigns in areas that align with the 2027 Strategy• Advising on the marketing strategies and channels to be adopted to drive awareness and engagement with our campaigns

- Developing detailed implementation plans to execute on the approved go-to-market approach, ensuring that each campaign is market ready, and creates an impact for Ashurst
- Briefing and collaborating with the team that is resourced to support the implementation for each campaign
- Drive the go-live phase of the campaign, including the execution, monitoring and measurement of marketing campaigns and their success through established ROI criteria
- Building and managing relationships with our strategic partnerships, and driving the implementation and execution of our brand activations, and realising the benefits associated with these partnerships
- Promoting Ashurst's brand story and narrative
- Ensuring a high standard of creative production and strategically-aligned outcomes across project deliverables.

About you

- Bachelor degree or equivalent in business, marketing or communications
- 5 years of experience in other, similar roles in either professional, financial services or agency
- Proven track record in positively impacting business objectives through the management and influence of core internal stakeholders
- Strong written communication and ability to synthesize complex ideas into simplified, client-centric language, including experience across written, video and podcast content
- Understanding of integrated marketing and campaign management techniques and how to leverage these techniques for measurable results
- Strong project management capabilities (including budget creation and management), and the ability to manage competing tasks
- Good commercial acumen
- A creative and experimentation mindset to drive, test, learn, and optimize go to market activities
- Comfortable working with teams in different geographic locations and time zones.