

Role description

International Digital Manager
Liverpool

The opportunity for you

Executive summary

The role of the Business Development, Marketing and Communications team at Taylor Wessing is to drive profitable revenue growth, strengthen strategic relationships, and protect the reputation of the firm through the delivery of 'best in class' analysis, advice and execution.

Our work is built around the R's – revenue, relationships and reputation, and our ambition is to deliver value through:

- A focus on profitable revenue growth and market leadership, primarily in our core sectors (Technology, Life Sciences, Private Wealth and Real Estate), and through the practices which drive them (Corporate, Disputes, and IP).
- A development of strategic client and intermediary relationships to deliver revenue growth and enhance our profile with key decision makers and influencers.
- Facilitating the development of an engaged and proud alumni community, with a view to supporting their role brand ambassadors, identifying new revenue streams and building key relationships.
- Improvement of our win rate using technology and data, effective targeting of decision makers, and the sharpening of the sales skills of our people.
- The management of our reputation through relevant and engaging insight and commentary into our chosen markets.
- The support of a collaborative BD, Marketing and Communications team, which deeply understands markets and clients, and executes the strategy efficiently and effectively.

Job title

International Digital Manager

Recruiting manager

Jasmin Bailey

Department

Business Development

Working hours

Monday to Friday (09:30 – 17:30)

Working at least 3 days a week from our offices.

Location

Liverpool

Perm/FTC

14 month FTC

Salary

Competitive

Working pattern

Taylor Wessing supports agile working, and the Talent Acquisition team would happily have conversations with potential candidates about how we could support agile or flexible working needs.

The opportunity for you

Key responsibilities

- Develop digital marketing strategy to increase brand profile, visits and visitor engagement across all online platforms/channels.
- Establish digital scope of firm initiatives by studying strategic business drivers; discovering and validating technical requirements and parameters; obtaining input from fee earners and PSLs to recommend changes and steps forward always based on improving quality of output and target hits.
- Work with the business to determine areas for new web/app-based content, aligned with the firm's strategic priorities.
- Oversee and advise the digital team (and wider BDMC team) with regards to website, social media, paid media and newsletter production, including agreeing client service levels, time management, project scoping, work allocation and reviews.
- Recommend new functionality for the TW website, project managing the implementation and communication of such developments.
- Actively review our digital estate and recommend how these can be improved in terms of usability, readability, design and best practices.
- Advise teams on strategies for increasing reach, including SEO optimisations and paid search, paid and organic social media, display ads and third party media purchases.
- Articulate and engage firm on best practice social media behaviour and expectations. Providing tools or detailed guidance to facilitate engagement.
- Liaise on an international level to ensure all jurisdictions are using all digital platforms and social channels to their full potential.
- Measure TW's online performance against agreed KPIs; producing monthly insight and reports around digital statistics.
- Management of three UK-based Digital Executives, and an external full service digital agency.

The opportunity for you

Knowledge, skills & experience

- Proven experience of managing web development projects and campaigns.
- Budget management experience is desirable.
- Solid social media expertise within a professional services context, LinkedIn experience preferable.
- Website analyses including the use of Google Analytics, Looker Studio and Power BI are also preferable.
- Experience with Content Management System (CMS), preferably Sitecore or Optimizely.
- Strong digital content editing skills.
- Excellent written and oral communication skills, with the ability to influence stakeholders at all levels.
- Extensive experience working closely with digital services agencies to manage projects, control costs and drive improved outcomes.
- Proven experience navigating dynamic structures and collaborating with multiple stakeholders to achieve aligned goals and successful outcomes.
- Experience in managing motivating and developing teams, with a focus on driving performance, fostering engagement and supporting continuous growth.
- Experience in website User Acceptance Testing (UAT) and best practices, and the ability to provide concise feedback.
- HTML, CSS desirable but not essential.

About us

Taylor Wessing is a global law firm that serves the world's most innovative people and businesses.

Deeply embedded within our sectors, we work closely together with our clients to crack complex problems, enabling ideas and aspirations to thrive. Together we challenge expectation and create extraordinary results. By shaping the conversation in our sectors, we enable our clients to unlock growth, protect innovation and accelerate ambition.

Our UK sector focus



Technology, Media
& Communications



Private Wealth



Real Estate,
Infrastructure & Energy



Life Sciences
& Healthcare

Our areas of expertise

- Banking & Finance
- Brands & Advertising
- Commercial & Consumer Contracts
- Competition, EU & Trade
- Copyright & Media Law
- Corporate Crime & Compliance
- Corporate/M&A & Capital Markets
- Data Protection & Cyber
- Disputes & Investigations
- Employment, Pensions & Mobility
- Environmental, Planning & Regulatory
- Financial Services Regulation
- Information Technology
- Patents & Innovation
- Private Client
- Private Equity
- Projects, Energy & Infrastructure
- Real Estate & Construction
- Restructuring & Insolvency
- Tax
- Venture Capital

Challenge expectation, together

With our team based across Europe, the Middle East, US and Asia, we work with clients wherever they want to do business. We blend the best of local commercial, industry and cultural knowledge with international experience to provide proactive, integrated solutions across the full range of service areas.

1200+ lawyers | **300+** partners | **28** offices | **17** jurisdictions

About us

The way we work

At Taylor Wessing, we never settle for average. We're creative thinkers, problem solvers and continuous learners who excel at what we do and believe our best work is still ahead of us. We are a firm that's large enough for you to achieve your ambitions, but connected enough to be a true community.

You are joining an inclusive culture that allows you to be yourself and balance your work and home commitments. You'll gain access to high-end technology, agile processes and the trust to deliver your best work in a flexible way whilst spending the balance of your time with colleagues in our offices.

Employee development and career progression

We recognise that our business services professionals are integral to our success and are therefore dedicated to their career development. We offer comprehensive development plans designed to support the growth of our business services people in their respective roles. From technical training to softer skills, these plans are crafted to ensure that our people realise and reach their full professional potential, but also complement our firmwide strategic goals allowing both the firm and our people to flourish.

For a detailed look at these development opportunities and how they can support your career progression, please refer to our [Always Learning Brochure](#). This document will provide an in-depth view of our commitment to skill development and show you the support network available as you advance within Taylor Wessing.

About us

Investing in you | Tailored benefits

Your wellbeing is always our priority and we are proud to offer bold and progressive ways of working alongside an excellent range of benefits and perks designed to support you and your family.

Key benefits

- 25 days' annual leave
- Life assurance
- Group personal pension – salary sacrifice
- Income protection
- In-house and digital GP services

Health and wellness benefits

- Annual wellbeing allowance
- Private medical insurance (individual)
- Health assessments
- Dental insurance
- Critical illness insurance
- Flu vaccinations
- Eye tests
- Employee assistance programme
- GymFlex
- Counselling sessions

Lifestyle benefits

- Enhanced family leave – after one year qualifying service, you are entitled to up to 26 weeks leave full pay if you or your partner give birth or adopt a child
- Salary sacrifice electric car scheme (UK staff only)
- Cycle to work scheme
- Payroll giving
- Technology loan
- Health cash plan
- National Art Pass
- Financial wellbeing support
- Interest free season ticket loan
- Cloud Nine – our subsidised restaurant and coffee bar (London only)

Taylor Wessing in Liverpool



We planted our roots in Liverpool in 2018 and have a permanent presence in Edward Pavilion. Sitting on the vibrant Royal Albert Dock, our investment in this award-winning, state-of-the-art space cemented our commitment to the city and our Liverpool team has grown significantly since.

Why Liverpool?

Liverpool is synonymous with innovation, creativity and dynamism, all of which make it a natural home for us. We're proud to be part of Liverpool's business community alongside many of the technology and pharmaceutical companies that form the core of our client base.

We've built deep ties with the city since opening our Liverpool office, establishing a relationship with Tate Liverpool, supporting local charitable initiatives and schools and working with The Conservation Volunteers to improve local green spaces.

Our Liverpool team

Teams based in our Liverpool office support our UK and international business operations, including:

- IT
- Finance
- Talent
- Risk
- Business Transformation
- Business Development, Marketing and Communications.

We also have a number of lawyers based in our Liverpool office, including members of our Disputes and Investigations, Employment and Real Estate groups, as well as members of our Trade Mark practice and Paralegal Operations team.

Anyone who works for Taylor Wessing in Liverpool becomes part of a fully integrated, UK-wide team. This is a fantastic firm for talented people who are intellectually curious, ambitious and want to work in one of the UK's most famous cities.

Our values

What we stand for

We are a community of independent thinkers, connected by our values and our drive to challenge expectation. Our values shape what we do and how we do it. We have built a team that reflects the firm's core values and which exemplifies inclusivity. To learn more, [click here](#).

Excellence

Creative

Responsible

Team

Integrity

Respect

Acting responsibly, together

We're committed to being a responsible business and taking accountability for our actions.

We have high ethical standards and take care of our people. We're reducing the footprint we leave in nature and engaging with our communities through cultural and charity work. Being a responsible business means we're active members of our broader society, of the legal community, and of our clients' sectors.

Whether it's building an inclusive workplace, reducing our waste or supporting the arts; we're actively working together to build a better business, and a more sustainable world.

Find out more about our responsible business initiatives [online](#).

Read our latest impact report by clicking the link below.



Our Responsible Business Impact Report 2023

Diversity & Inclusion

Mansfield Certification



We are proud to announce that we have achieved Mansfield Rule UK Certification Plus for the 2023–2024 period, reaffirming our dedication to diversity, equity, and inclusion within the legal sector.

We're committed to delivering an inclusive culture and a progressive environment where we empower all our people to lead, learn and grow. The Mansfield Rule keeps us and the wider legal profession accountable for achieving and surpassing these goals; over the last year alone the Mansfield Rule has helped us continue to focus on monitoring our recruitment and promotion activities, as well as improving the diversity of our firm.

We've seen tangible changes in our firm from championing diverse voices across all areas of our business, something we want to see continue to flourish in the years to come and with Mansfield as a key partner in building in an inclusive environment for all.

To read more about this fantastic achievement please [click here](#)

Inclusive Recruitment Charter

Take a look at our new Inclusive Recruitment Charter...

The Charter builds on some of our great initiatives from the last year, like taking part in the 10,000 Black Interns programme, introducing mandatory inclusion training for all our people, and achieving Mansfield Certification Plus.

Learn more about our commitments to being a responsible business by [clicking here](#)

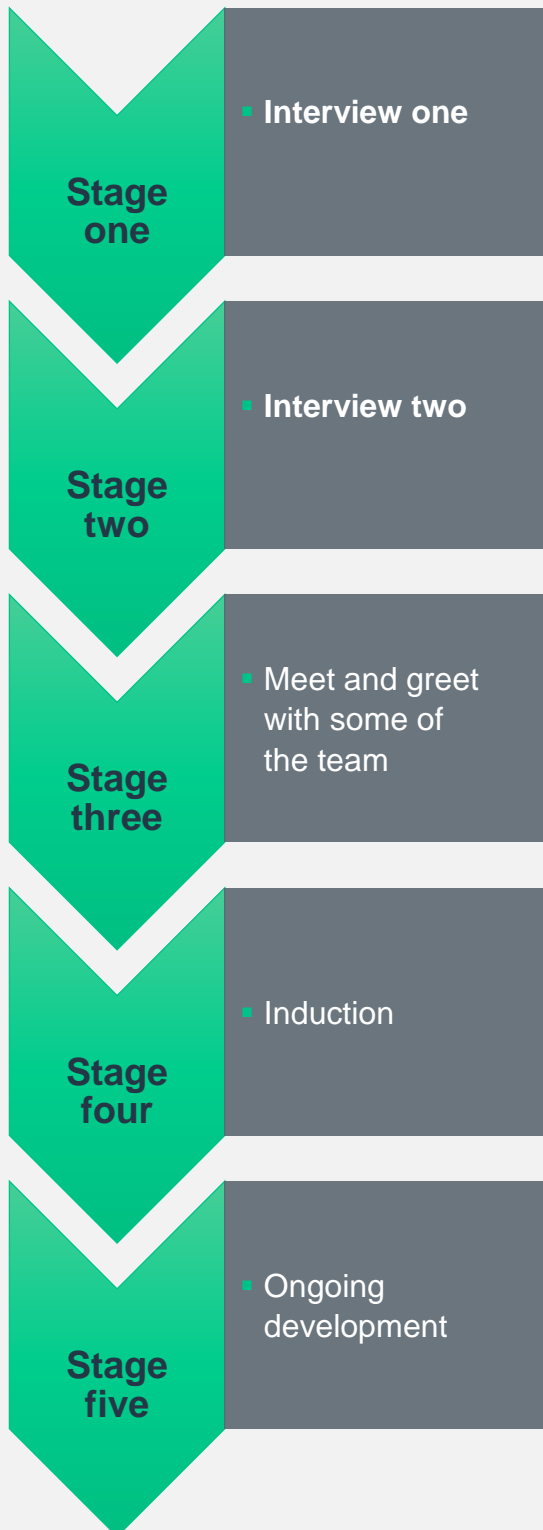
Responsible Business Networks

We embrace individuality and bring diverse teams together, creating an inclusive work environment where all of our talent can flourish. Our inclusion programme has five priority areas, each with partner champions and network groups, in addition to other networks and societies that bring people together within the responsible business programme.

Our current networks include:

- Arts Society
- Balance in Business - our gender balance network
- Cultural Diversity network
- equaliTW - our LGBTQ+ network
- Family Matters network
- Social Mobility network
- Sustainability network
- Wellbeing network

Your recruitment journey



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Please contact us if you require any adjustments to your application or our recruitment process.

2000+ people
1200+ lawyers
300+ partners
28 offices
17 jurisdictions

Argentina*	Buenos Aires	Mexico*	Mexico City
Austria	Klagenfurt Vienna	Netherlands	Amsterdam Eindhoven
Belgium	Brussels	Nicaragua*	Managua
Brazil*	Belo Horizonte Brasilia Rio de Janeiro São Paulo	Panama*	Panama City
Chile*	Santiago de Chile	Poland	Warsaw
China	Beijing Hong Kong Shanghai	Portugal*	Braga Lisbon Porto
Colombia*	Bogotá Bogotá, main office	Puerto Rico*	San Juan
Costa Rica*	Guanacaste San José	Republic of Ireland	Dublin
Czech Republic	Brno Prague	Slovakia	Bratislava
Dominican Republic*	Santo Domingo	South Korea**	Seoul
Ecuador*	Cuenca Guayaquil Manta Quito	Spain*	Barcelona Canary Islands Madrid Pamplona Seville Valencia Vitoria Zaragoza
El Salvador*	San Salvador	UAE	Dubai
France	Paris	Ukraine	Kyiv
Germany	Berlin Düsseldorf Frankfurt Hamburg Munich	United Kingdom	Cambridge Liverpool London
Guatemala*	Guatemala	Uruguay*	Montevideo
Honduras*	San Pedro Sula Tegucigalpa	USA	New York San Francisco
Hungary	Budapest		

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