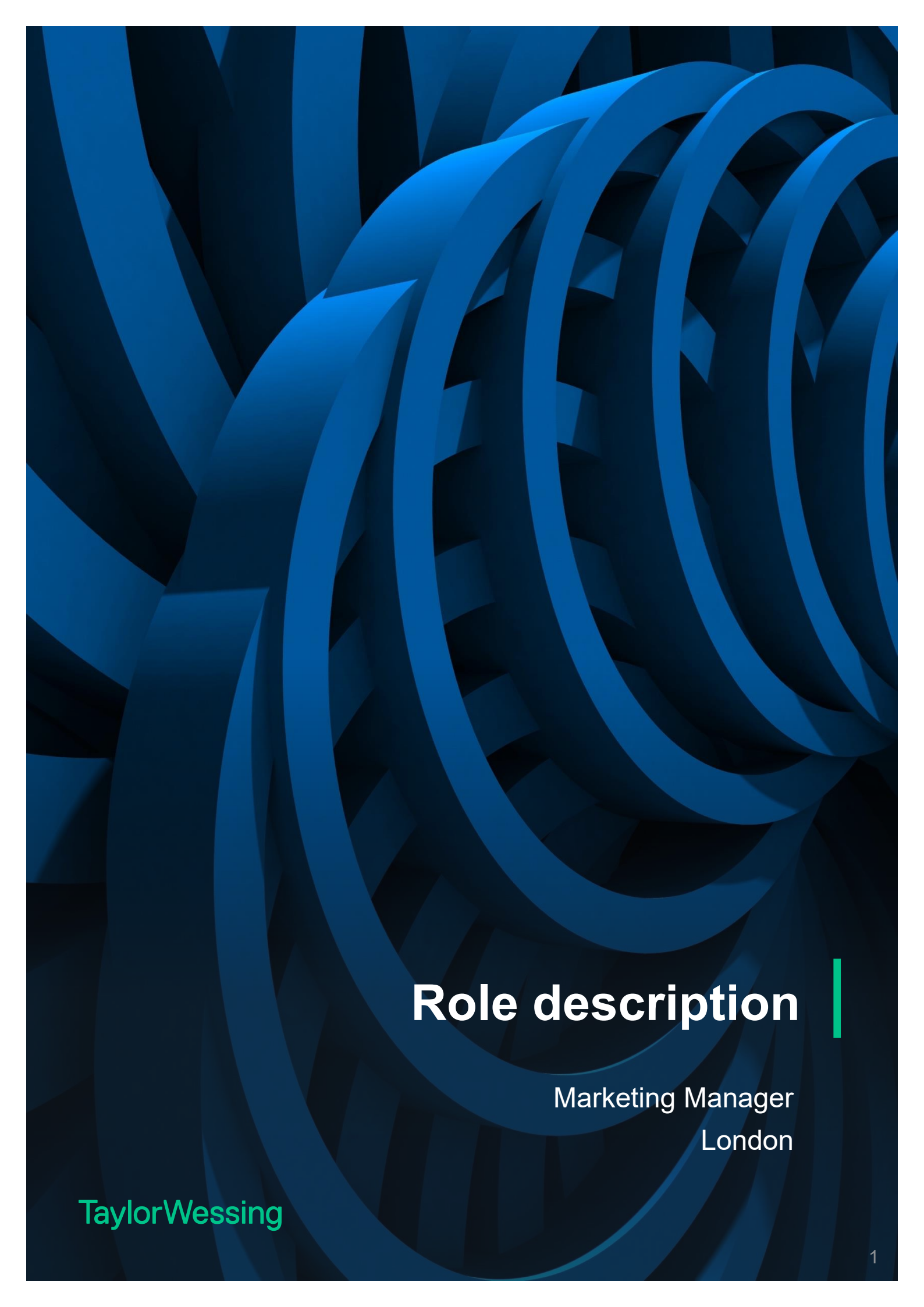




Role description

Marketing Manager
London

The opportunity for you

Executive summary

We are seeking a Marketing Manager to support our priority practices and sectors. This role will work closely with the BD, content, digital, design, communications, and events teams at Taylor Wessing, overseeing campaigns and initiatives from ideation to execution.

The successful candidate will have the opportunity to engage with diverse and innovative sectors and practices within a leading law firm, driving a variety of content-led campaigns and marketing initiatives.

Key responsibilities

- **Strategy implementation:** Develop and execute marketing plans that support priority sectors and practices, ensuring alignment with firmwide objectives.
- **Sector/practice support:** Provide dedicated support to sectors and practices, fostering collaboration and understanding their unique needs and goals.
- **Campaign management:** Plan, execute, and evaluate multi-channel marketing campaigns, working closely with BD, comms, events, digital and design.
- **Content development:** Collaborate with the Head of Marketing and the wider marketing team to create compelling content. Identify target audiences and determine the best content formats, technology tools and channels to reach them.
- **Analytics and reporting:** Conduct insightful analyses tailored to specific practices and sectors, delivering reports that inform strategic decisions.
- **Cross-team collaboration:** Work closely with the central marketing teams (digital, design, content, events and communications) to deliver marketing initiatives. Work alongside other Marketing Managers to promote cross-practice collaboration and spot opportunities to combine initiatives, enhancing impact and cross-selling.

Job title

Marketing Manager

Recruiting manager

Mike Beswick

Department

Business Development

Working hours

Monday to Friday (09:30 – 17:30)

Working at least 3 days a week from our offices.

Location

London

Perm/FTC

Permanent

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

- **Event marketing:** Provide branded marketing collateral and support pre- and post-event activity for practice/sector events, working to enhance impact and ROI.
- **Creative:** Generate ideas for engaging and relevant content across various formats (blogs, articles, videos, infographics, etc.), using client insight and feedback to inform ideas. Create and maintain a content calendar to ensure consistent publishing/resource availability.
- **Stakeholder engagement:** Work with content creators across relevant groups to channel writing effort towards priority areas in line with clear objectives.
- **Market insight:** Stay updated on industry trends and emerging content marketing from competitors in relevant practices and sectors. Work with the research and comms teams on horizon scanning to make sure we stay ahead of the curve in our thought-leadership.

Knowledge, skills & experience

- Bachelor's degree relevant field or a minimum of five years experience in marketing.
- Deep expertise in B2B marketing, with a strong grasp of the professional services sector.
- Proven track record of developing and executing successful marketing campaigns.
- Exceptional project management and organisational skills, with a keen eye for detail.
- Analytical mindset, adept at interpreting data and translating insights into strategy.
- Strong written and verbal communication skills, with a persuasive and professional tone.
- Thrives in a fast-paced collaborative environment, with the ability to balance priorities effectively.
- Sharp commercial acumen combined with a strategic, inquisitive approach to problem-solving.
- Proficiency in marketing software and digital tools (eg CRM, marketing automation, analytics platforms).

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 London



Located in central London, our office is a stone's throw from some of the UK's biggest names in technology, fashion and retail, as well as the courts housing the capital's legal profession.

After 15 years of being based in 5 New Street Square, in March 2023 we announced the decision to renew our lease and to invest in a full refurbishment of our office. This will create a modern workspace that supports our future business and sustainability objectives.

While the refurbishment is underway, we've temporarily relocated to Hill House, just a short walk from 5 New Street Square, which we anticipate will reopen in autumn 2025.

Why London?

London is one of the top financial centres in the world and a key international tech hub. Our UK lawyers combine their deep understanding of the law with their outstanding market knowledge to support some of the most innovative businesses across the technology, media and communications, life sciences and healthcare, real estate, infrastructure and energy and private wealth sectors that do business in the capital and beyond.

We thrive on the challenge of keeping ahead of legal and regulatory developments to advise our clients in these dynamic sectors who are pushing the envelope in terms of the products they develop and offer and the business and economic models they operate. Our UK and international strength in M&A, disputes and intellectual property complements our focus on our key sectors.

Our London team

Working alongside our lawyers, teams based in our London office support our UK and international business operations, including:

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

Anyone who works for Taylor Wessing in London 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 best cities in the world.

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 **2024**

Read the report

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](#)

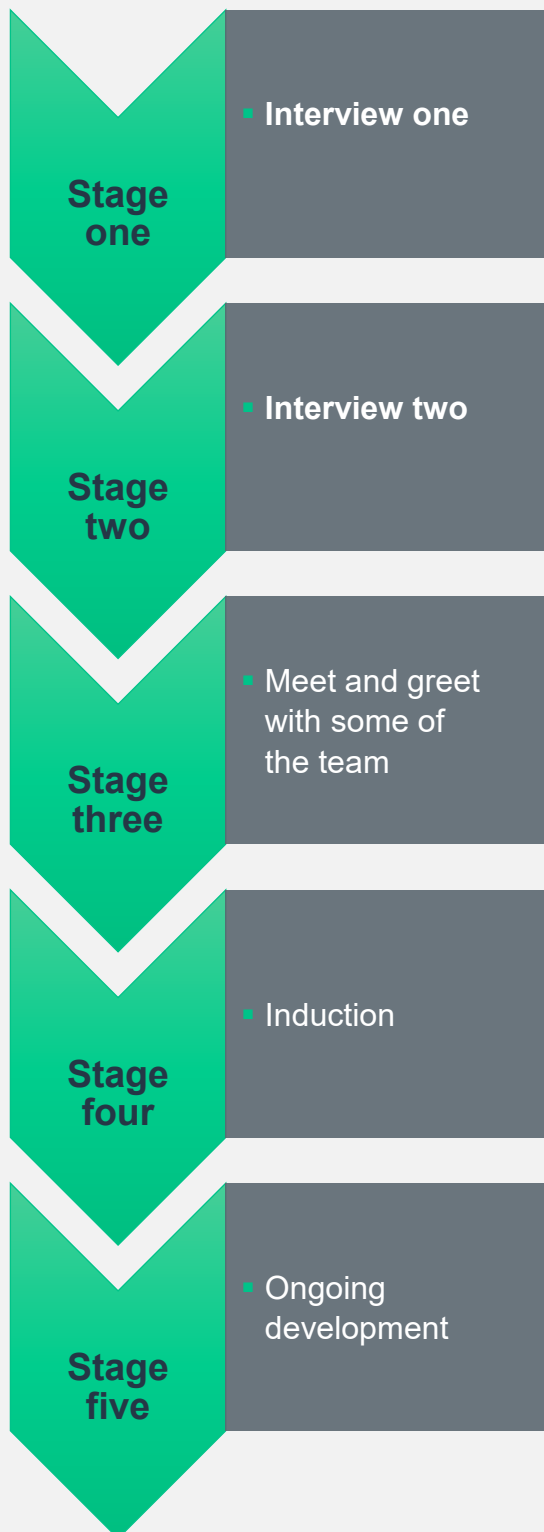
Responsible Business Networks

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		

* Powered by our strategic alliance with leading law firm ECIJA

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Taylor Wessing statistics published are correct as of 1 January 2024.

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www.taylorwessing.com

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