

Role Description

Job title	International Digital & Communications Executive
Located	Manchester or Birmingham
Reports to	International Corporate Communications Manager (ICCM)

Help shape the future of intellectual property (IP). Marks & Clerk is a leading global intellectual property firm with a rich history dating back to 1887. With approximately 300 patent, trade mark and legal attorneys worldwide, the firm has established a strong presence across key international markets. Our offices span Asia (Hong Kong, Beijing, Singapore, Malaysia), Europe (UK, Luxembourg) and North America (Ottawa and Toronto) providing comprehensive IP services to clients around the globe.

Marks & Clerk is a long-established innovative Intellectual Property firm, providing a stimulating and collaborative environment for marketing and business development professionals. As a premier intellectual property practice, Marks & Clerk specialises in patent and trade mark prosecution, IP litigation, and strategic IP counselling. Our team of highly skilled attorneys offers expertise in various technical fields, assisting clients in protecting their innovations, brands, and designs. We serve a diverse clientele ranging from innovative start-ups to multinational corporations across industries such as pharmaceuticals, technology, consumer goods, and manufacturing.

Role purpose

Working closely with the International Corporate Communications Manager (ICCM), the International Digital & Communications Executive (IDCE) will support the planning, development, and implementation of the firm's corporate communications strategy internationally (UK, Canada, Malaysia, Singapore, Hong Kong, and China), supporting the firm's global strategic objectives. The IDCE will collaborate with local marketing and business development (MBD) teams, and partners to establish and deliver tailored communications, content, and campaign approaches in each jurisdiction. They will also work to ensure firm-wide campaigns, content platforms, and brand assets are coordinated and leveraged to enhance the firm's international reputation and market position.

Principal responsibilities

Responsibilities include:

- Supporting the ICCM in establishing and supporting local marketing campaign models and communications strategies tailored to the needs and cultural contexts of each office, ensuring alignment with the firm's global brand and objectives.
- Work with the ICCM to provide high-level communications counsel to executives and senior managers across all regions.
- Building Marks & Clerk's profile and presence among key audiences globally to support its market-leading position.

Specific deliverables include:

- **Local Content, Comms, and Campaigns**
Supporting the implementation of a tailored communications, content, and campaign approach for each jurisdiction, working closely with local MBD teams and partners.
- **Coordinated Content Creation (Passle)**
Supporting the further roll-out of, and engagement with Passle across all international offices, enabling the generation of coordinated, planned, and high-quality content.
- **Brand Audit, Review, and Assets Update**
Supporting the review, audit and development of brand assets to ensure consistency and alignment with the firm's international brand strategy.
- **Website Development**
Supporting the ongoing development of the firm's website, ensuring content is relevant and accurately reflects the firm's international structure, unique market position, and growth strategy.
- Working closely with the marketing teams and other stakeholders, coordinate and manage website content so to ensure it is kept up to date, accurate and fresh.
- **LinkedIn Messaging**
Supporting the co-ordination of LinkedIn pages to strengthen the firm's international brand and streamline communications.

Media relations and press/media management

- Supporting the coordination of media relations in the UK and relevant international offices, adapting strategies to local media landscapes and cultural nuances.
- Developing and maintaining strong relationships with key journalists and press contacts in each jurisdiction.
- Managing proactive and reactive media activities to support the firm's strategic objectives, including supporting crisis communications.

Thought Leadership

- Supporting the development and oversight of a global thought leadership strategy.
- Collaborating with partners and attorneys to develop thought leadership that supports the firm's global growth strategy.

Directories and rankings publications

- Supporting the firm's approach to directories, awards, and rankings, streamlining processes for efficiency and effectiveness across regions.
- Working with the ICCM and the Awards/Directories team to help draft suitable, joined up announcements for the firm's website and social channels.

Internal communications

- Ensuring effective dissemination of information across the global business, including business-critical updates and regular management communications.

- Promoting employee engagement and interaction in all offices, enhancing the firm's internal reputation and brand.

Social media

- Leveraging internal resources and capacity within the firm to utilise relevant social media channels to support both external and internal communications. An understanding of international channels including WeChat is advantageous.
- Advising and guiding employees and partners on how best to utilise social media.

Technical knowledge, professional qualifications and experience

- At least three year's experience in a relevant role (could be via a year-in-industry as part of a degree).
- Experience within a professional services environment or experience of working for an agency with professional services clients (desirable).
- Excellent written and oral communication skills.
- Exposure to campaign planning from strategy to implementation (examples are encouraged).
- Experience of writing for the media (building relationships and forging relationships).
- Experience of digital content development, preferably from within professional services.
- Experience using communications and SEO tools and Google Analytics 4).
- An understanding of website traffic analysis and best practices.
- A grasp of UX and digital accessibility.
- Track record of identifying and implementing improvements.

Remuneration and benefits

- Competitive salary dependent on qualification and experience.
- 26 days' annual holiday, plus statutory holidays.
- Hybrid working.
- Contributory pension scheme.
- Life assurance.
- Private medical insurance (after 12 months).
- Permanent health insurance (after 12 months).
- Reimbursement of membership fees to professional bodies required for the role.