

NETWORKLEGAL

Network Legal.
Created by lawyers for lawyers.



Network Legal: Legal Content Marketing Assistant

07/11/2013

Do you have the skills, drive and creative mind to work with us to grow our legal digital marketing service?

Can you write compelling content and share it online?

Job Title: Legal Content Marketing Assistant

Primary Location: Glasgow

Reports to: Alasdair Thomson, Director

Salary: DoE

Hours: Full time, flexible

Apply: CV and covering letter to alasdair@networklegal.co.uk.

Closing Date: 22/11/2013

About Network Legal

Founded in 2011, Network Legal owns and operates a UK wide network of websites which generate online business enquiries for the legal sector. We work only with selected partners with a national focus who wish to gain a significant share of the online legal market. Quality content lies at the heart of our strategy.

In order to achieve our aims we leverage the power of the internet for our clients, maximising elements such as design, search, analytics, content marketing, Pay Per Click and social media to:

- Drive as much traffic to our websites as possible
- Encourage the visitors to carry out desired actions e.g. contacting our partners
- Dominate the online space relevant to those areas our partners wish to gain business from.

Our approach is very much based on a combination of collaboration, innovation and integration. Oh, and enjoying our work is important too!

We have been experiencing considerable growth and are looking for a graduate with an interest in content creation, digital marketing and conversion techniques to join our growing team.

Primary purposes

The primary purposes of this role are to:

- Drive and increase traffic to our portfolio of websites
- Drive and increase lead generation for our partner firms through creating unique content that converts into enquiries
- Drive and increase social sharing of our content to create search visibility
- Drive and increase social engagement through social channels and networks

Primary responsibilities

You will be responsible for:

- Writing compelling, readable, shareable content
- Developing and managing our content calendar across our portfolio of sites.
- Developing and managing distribution and sharing strategies across key social channels and networks e.g. Twitter, Google +, LinkedIn, You Tube, Facebook and key industry blogs.
- Assisting with the development of metrics to evaluate the effectiveness of our marketing efforts. You will be able to measure, analyse, report and act on the results of your content marketing activity.
- Maintaining awareness of emerging social media trends and can integrate such changes into your content marketing strategies.

Attributes that would make you an ideal candidate:

We've detailed below some ideas on things we might like you to know, have or be able to do. However, we view your attitude and approach as being of utmost importance as we recognise that to a certain extent we all learn on the job.

- Excellent writing skills to be used to create highly readable content
- Knowledge of the legal sector
- Passion for social and content management and in particular distribution strategies
- Passion for Internet technologies
- Ability to find innovative solutions to challenges
- Commercially focussed approach
- Sense of humour
- Team player
- Ability to work under pressure to set deadlines
- Ability to work on your own, using your own initiative

To apply please send your CV & covering letter to alasdair@networklegal.co.uk.

We look forward to speaking with you soon...