

Job Description

Job Title:	Content Executive
Team:	Business Development
Reports to:	Marketing and BD Director
Date:	December 2024



the muckle way

Purpose of Job:

The Content Executive will play a key role in supporting the Digital Content Manager by producing and managing content across Muckle LLP's digital, PR, and marketing channels. The role is designed for a highly organised, creative individual with strong writing and content production skills. You will be responsible for a variety of content-related tasks, including PR and legal commentary article writing, capability statements, awards submissions, video content, website updates, and more. You will assist in delivering engaging, on-brand content that supports business growth and strengthens the firm's presence across key digital and PR platforms.

Main Activities:

- **PR & written content creation:**
 - You will be responsible for writing and editing PR materials, including news releases and appointment pieces, as well as editing legal commentary and managing email and social media copy. You will also handle content uploads, proofreading, and photo sourcing for various marketing materials.
- **Capability statements & collateral:**
 - This includes updating and refreshing capability statements, single-page flyers, and editing design elements in InDesign. You will also assist with maintaining content libraries and ensuring all materials align with the firm's brand.
- **Events & video content:**
 - You'll assist in creating content around events, including transcribing event materials and creating post-event content. You will help with coordinating video shoots, reviewing edits, and managing video uploads to platforms like YouTube and the website.
- **Awards & tenders:**
 - You will manage awards entries, including maintaining a calendar, writing and editing content for Legal500 and Chambers submissions, and collecting assets for awards and tender submissions.
- **Website management:**
 - You will support ongoing website updates, including uploading new content, replacing images, and maintaining web biographies. Additionally, you will troubleshoot basic website issues and assist with content updates in the content management system (CMS).

Knowledge / Skills / Experience:

- **Writing & editing:**
 - Strong writing and editing skills with the ability to adapt tone and style for different platforms and audiences, including press releases, website copy, and social media posts.
- **SEO:**
 - Familiarity with SEO best practices, ensuring content is optimised for web visibility and performance across digital platforms.
- **Digital marketing & CMS:**
 - Experience with content management systems (CMS), email marketing tools, and social media management software. Knowledge of SEO, content marketing, and digital advertising is also beneficial.

- **Graphic design:**
 - Basic graphic design skills using tools like InDesign and/or Canva for creating visual assets and marketing collateral.
- **Organisation & project management:**
 - Excellent organisational skills to manage multiple tasks, prioritise deadlines, and work with teams to execute campaigns efficiently.
- **PR, events & digital marketing experience:**
 - Exposure to PR, events, or digital marketing is a plus, with the ability to assist in various marketing activities.
- **Education:**
 - A degree in marketing, communications, or a related field is preferred, providing a solid foundation for the role.
- **Technology:**
 - Proficient in using Microsoft 365, particularly Outlook, Word and Excel.
- **Communication & teamwork:**
 - Strong communication and interpersonal skills, with a collaborative mindset to work effectively in a fast-paced team environment.
- **Adaptability & learning:**
 - Willingness to continuously learn and adapt to emerging digital marketing trends and technologies.
- **Professionalism & ethics:**
 - A commitment to maintaining high professional standards, ensuring content is ethically sound, and respecting client confidentiality.



Trust



Teamwork



Responsibility



Care

Our Values & Behaviours

Trust

We trust each other to do the right thing

- Respect and treat each other fairly
- Be honest, open and transparent
- Be yourself and empower others to do what they do well
- Value and recognise each other

Teamwork

We are one team and work selflessly for each other

- Be aware of your impact on others
- Be clear about what you expect from others
- Plan, organise and prioritise your time
- Coach others to be their best
- Support and delegate to others
- Work hard for the collective, not for individual gain

Responsibility

We are self-starters and take responsibility for how we work together and communicate

- Be positive and enthusiastic
- Communicate – listen, ask questions and share knowledge
- Embrace feedback
- Challenge ourselves and others to deliver success
- Have great conversations, including the difficult ones

Care

We care about our people, clients and community

- Help and look out for each other
- Understand, support and learn from each other
- Be proactive and make a difference
- Be kind to yourself and others

Additional notes or information:

The duties and responsibilities in this job description are not exhaustive.