

## **JOB DESCRIPTION**

JOB TITLE	Marketing and Communications Officer
JOB LEVEL	Supervisor/Exp. Professional
JOB LEVEL	5
DEPARTMENT	Admin
REPORTS TO	Senior Manager HR/IT/MarComms
LOCATION	Lagos
<b>JOB SUMMARY</b>	
<p>To drive traffic and increase impact of Punuka’s brand visibility through the delivery of high value and influential marketing, communications and PR in Nigeria and internationally. You will work with the Marketing, Communication and Business development teams as well as the Partners, Head of chambers, Practice group heads and lawyers, developing and implementing a marketing and communications strategy across a range of reactive and strategically planned opportunities in print, media, events and online. You will manage a small communications team largely based in Lagos but may need to liaise with team members in our various branches motivating and supporting staff to deliver high quality work and will have an active role in implementing marketing and communication activities around the firm and its activities. This role is full-time, based in our Lagos office but may require travelling locally and internationally.</p>	
<b>MAIN TASKS/RESPONSIBILITIES</b>	
<p>Marketing &amp; Communications</p> <ul style="list-style-type: none"> <li>• Develop and deliver creative marketing and communication strategies, plans and approaches to help market and position Punuka to premium clients.</li> <li>• Plan the marketing and communications strategies for specific areas of Punuka’s work and for different audiences. Work with the marketing, communication, business development and management teams to put the strategy into practise.</li> </ul> <p>This will include</p> <ul style="list-style-type: none"> <li>o Design and develop creative communication and marketing products – presentations, briefings, etc. that will maximise Punuka’s message and business objectives.</li> <li>o Plan and implement direct marketing approaches including targeting, personalisation of messages and measurability; data analysis, customer profiling and segmentation</li> <li>o Develop a digital strategy in conjunction with IT department</li> <li>o Develop processes to keep Punuka’s website up to date and increase SEO.</li> <li>o Develop and oversee a strategic programme of activities and events for Punuka to actualise or sponsor that help position it as thought leader in various areas of law and industries.</li> <li>o Ensure the brand meets expectations through monitoring marketing trends and client feedback.</li> </ul> <ul style="list-style-type: none"> <li>• Manage, with the marketing, communication and IT teams, mailing lists on behalf of Punuka</li> <li>• Manage the Marketing &amp; Communications budget and ensure programme milestones related to marketing &amp; communications are achieved on time and within budget.</li> <li>• Contribute to and strengthen client proposals to ensure robust and creative marketing and communication considerations are adopted.</li> <li>• Represent Punuka at external meetings and conferences were necessary.</li> <li>• Act as the first point of contact for SMHR/IT/MARCOMMS, MP and with regard to Punuka external communications such as providing support with conference presentations.</li> </ul> <p>Staff Management</p> <ul style="list-style-type: none"> <li>• Performance and operational management of a small team working across multiple locations. Inspiring, motivating and supporting staff so that they are thinking and acting at their best, delivering high quality work, working as an effective team and meeting organisational and individual objectives.</li> <li>• Support the professional development of the team to continuously develop skills and expertise and support career development aspirations.</li> <li>• Coordinate (and in some cases manage) the work of external vendors such as graphic designers and identify new vendors with additional relevant expertise</li> </ul> <p>General</p> <ul style="list-style-type: none"> <li>• Contribute to the overall development of Punuka strategies and plans.</li> </ul>	

- Ensure the values of participation, partnership, sustainability, social responsibility, cost effectiveness, transparency and accountability are reflected in your work.
- Any other responsibilities as may reasonably be required from time to time.

This position may require travel in the year. There is also an expectation of occasional 'out of hours' travel and external/internal events

Approval by supervisor	Signature	date
Acknowledgement by job holder	Signature	date
Approval by Managing Partner	Signature	date

#### KEY PERFORMANCE INDICATORS

	TASK/RESPONSIBILITIES	KPI
Up to date Website content	Are our latest news updates and articles on our website and placed by the appropriate practice group?	Website must be up to date and Search Engine optimization (SEO) must be done on same  SEO must be done on name Punuka
Up to date firm profile (new and improved profile document and other brand assets)	Can I easily search and find Punuka's website or information about Punuka on a search engine?	Our social media pages across all platforms must maintain our brand look and feel and must be up to date and have engaging content.
Up to date information on the firm on all legal directories	Are our general and practice group profiles up to date and is it well branded, modern, elegant looking and in line with our brand guidelines?	New General and Practice group profiles must be created and same must be revised monthly to ensure that they are up to date
Improvement of Firm's rankings on legal directories	Are all our firm profile and that of ranked Lawyers up to date on the various legal directories in which we are ranked?	Firm and lawyer's profile on legal directories must be up to date i.e. new logo must be on all directories, new firm summary, new staff summaries and profiles (including pictures)  Punuka's ranking on legal directory are mid- level currently on almost all its key practice areas (that is at Band 3-4 or recommended status). You are expected to ensure that Punuka's ranking goes up to Band 1 and to tier 1 in next set of rankings (2020) and same to be maintained.  You are also expected to ensure that ranked lawyers profiles are up to date and that we are able to get our lawyers ranked as either leading lawyers, market leaders, rising stars or notable practitioners in their fields of expertise.
Timely post on all our social media pages of regulatory updates and other		At least one (1) post on all our social media pages per day between 1-2pm and a second post if any is done between 5-6pm

<p>relevant legal matters</p>		<p>Posts commemorating special holidays or days of recognition such as Independence Day, International women's day etc</p> <p>One (1) weekly post on new regulation or article discussing legal perspectives on various industries, laws, matters etc</p> <p>One (1) weekly get to know write up on simple legal facts</p> <p>At least 4 posts monthly in various practice areas on new regulation or article discussing legal perspectives on various industries, laws, matters etc</p> <p>Four (4) monthly get to know write ups on simple legal facts</p>
<p>Timely post on all our social media pages promoting events/activities which Punuka is engaged in</p>		<p>Proper social media promotions of Punuka events/activities in which Punuka staff (legal and non-legal) are participating in, particularly if same positions the firm as expertise in a particular industry/area of practice.</p> <p>Proper promotions will mean giving advance notice on our media platforms with constant reminders and if possible real time posts of the event/activity.</p> <p>Ensure the daily media report is sent at 1pm every day including Saturdays and Sundays.</p> <p>Ensure that the Catch up is sent monthly</p>
<p>Planning and promotion of our Annual lecture and other Punuka executed or supported events</p>		<p>See above</p> <p>Chair the weekly Marketing and communications team meeting every Friday</p> <p>Provision of Marcomms report weekly after the meeting which shows all media/marketing and communications done in the week and the analytics showing the engagement of same as well as proposed media for the coming week.</p>
<p>Increased engaged with staff, existing and prospective clients</p>		<p>Increased staff engagement on our internal social media page Yammer</p> <p>Increased staff reposting and liking of our external social media content</p> <p>Improved communications between management and staff (legal and non-legal)</p> <p>Increase of followership on all social media pages by 120%</p>

		<p>100% increase in likes, reposts and comments (to show engagement) on all content posted on our social media pages</p> <p>Sending of birthday messages to key clients and client contacts, sending messages to groups of clients/ prospective clients for special holidays for example Chinese New Year and Diwali</p> <p>Work with practice groups to develop their own client mailing lists and sending of targeted content to same.</p>
Uniformity of communication manner and materials at the firm		Work with the Compliance officer to ensure that all brand assets, letters, proposals, bills etc when used must be consistent in line with approved colour, font, layout, line spacing and general template for relevant brand assets
Client Database management	Is client data up to date?	<p>Our client list and mail list must have up to date information on key contacts and emails of clients/prospective clients.</p> <p>An up to date General client/prospective client mailing list</p> <p>Up to date practice specific client/ prospective client mailing list</p>

Personal Qualification

Requirement	Essential	Desirable	Method of assessment
Qualifications	Degree qualification (preferably in Marketing, Media, Communications or Journalism)	Masters qualification (preferably in Marketing, Media, Communications or Journalism)	Application
Knowledge	Have an excellent understanding of how to use marketing tools and techniques to increase the visibility, profile and reputation of an organisation Have a good understanding of social media and the impact technology is having on communications and collaboration		Application, Interview
Skills & Experience	A strategic and creative thinker with proven experience of working on diverse and wide-ranging communication strategies including all forms of media Strong management and leadership skills demonstrated by evidence of leading high performing teams that contribute to organisational objectives and show resilience in the face of changing priorities Experience of developing and managing strong and complex relationships across programmes as part of a centralised function and externally with multiple stakeholders. Experience of working in legal or consulting industry (preferable) Experience of managing of websites. Experience of measuring the impact	Experience of working in a small to medium sized law or consulting firm Experience of acting as a spokesperson for an organisation Experience of contributing to bidding proposals Strong monitoring and evaluation skills	Application, Interview, Task

	<p>of communications products and changing strategies as a result of the findings.</p> <p>Excellent project management skills</p> <p>Proficient in the use of IT Systems including Microsoft Office packages</p> <p>Excellent verbal and written communication skills and an ability to communicate clearly with a range of people from diverse backgrounds and cultures.</p> <p>Experience of representing an organisation at external events</p>		
Attributes	<p>The ability to multi-task in a complex and demanding environment</p> <p>the ability to build and maintain highly effective working relationships with a range of people (both internally and externally).</p> <p>Strong attention to detail, and excellent time management skills</p> <p>A commitment to teamwork and working in a collegiate manner</p> <p>Enthusiastic, diplomatic and calm under pressure</p> <p>Ability to develop creative ideas and transform them into practical reality.</p> <p>Commitment to Punuka's values</p>		Application, Interview, Task
Other	<p>This position will involve travel within Nigeria and Internationally. There is an expectation that there will be occasional out of hours travel and external/internal events</p>		Application, Interview, Task