



The Inns of  
Court College  
of Advocacy

# Job Description and Person Specification

## Marketing and Communications Manager

### **The Council of the Inns of Court and the Inns of Court College of Advocacy**

The Council of the Inns of Court (COIC) is a charity with the object of advancing education in the administration and practice of the law, including promoting high standards of advocacy and professional conduct. COIC advances this principally through the activities of the Inns of Court College of Advocacy (ICCA) which provides leadership, guidance and co-ordination in relation to the pursuit of excellence in advocacy and professional ethics for barristers. The role of the ICCA has expanded to include the vocational training of barristers.

### **The Bar Professional Training Course**

Reforms introduced by the Bar Standards Board (BSB), permitted the development and delivery of a radically different Bar Course – the essential qualification required for a career as a barrister – with the aim of increasing flexibility, accessibility, affordability and sustaining high standards in the delivery of Bar training.

The ICCA, on behalf of COIC, delivers a new two-part Bar Course which features innovative admissions policies to attract a diverse cohort of students. Features of the course are the high-quality materials and a flexible approach to learning. The cost of training is split into two distinct parts, one of which is an entirely online knowledge course before embarking on the more costly aspect of skills training.

#### **The Inns of Court College of Advocacy**

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Registered Office:  
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The ICCA's first Bar students commenced the online course (Part One) in September 2020 and began their skills course in March 2021. Both parts of the ICCA Bar Course are delivered twice a year. There is one recruitment window every year.

### **Continuing Professional Development**

The ICCA also creates materials for the Inns and Circuits, designing bespoke training packages for specialist areas of practice. We organise and deliver conferences on various different areas of legal and practice interest. In addition, we are responsible for the national 'Advocacy and the Vulnerable' course; we create guidance for youth justice advocates, and we have published several specialist bodies of work in relation to experts, interpreters and statistics. The ICCA arranges international training for advocates all over the world.

### **The Role**

The ICCA is seeking to appoint a senior **Marketing and Communications Manager** to manage the planning, creation, analytics and delivery of all organisational initiatives. This role encompasses our Continuing Professional Education (CPD) projects as well as the recruitment and retention of Bar students in line with our strategic plan, initiatives and goals.

The appointment of the Marketing and Communications Manager is pivotal to the achievement of the ICCA's stated plans and aspirations and we are seeking to appoint an outstanding candidate.

### **Key Responsibilities:**

1. Understanding marketing objectives and targets to ensure the effective delivery of appropriate marketing activities and content through email, social media, website and other relevant publications and channels.
2. An ability to write well-constructed and grammatically accurate content on various different platforms to coincide with the ICCA's target audiences, initiatives and projects.

3. Developing and implementing comprehensive marketing strategy, plans, activity and content.
4. Developing an in-depth understanding of target audiences and recruitment channels; working with the Dean and Head of Programmes, Recruitment and Admissions to tailor activity accordingly and to develop and follow a coherent marketing strategy.
5. An ability to produce creative posts with a high level of skill in using Adobe and/or other creative imaging/photo-editing software.
6. Identifying marketing activities and content to inform and support campaigns to meet objectives which include the following:
  - Developing awareness and interest among the target market;
  - Lead generation and conversion to applicant;
  - Offer-holder conversion to enrolment;
  - Recruitment regardless of race, gender or socio-economic background with a view to achieving equality and diversity among the student cohort of the Bar Course;
  - Advertising and marketing CPD projects to target areas of the practising Bar.
7. Forging strong and collaborative relationships with:
  - Colleagues in both the Academic and Operations teams to develop a culture of cooperative working and excellence of output;
  - The ICCA's key stakeholders and working partners including the judiciary, the practising Bar and the wider legal profession as well as externally connected partners and colleagues.
8. Working successfully within the ICCA's organisational structure to be accountable for activities, budgets, outcomes and impact.

9. Managing junior staff members and ensuring the quality and expediency of their workstreams in line with targets and the overall organisational expectation of excellence.
10. Contributing to wider discussions about expansion and specific working groups and campaigns as required to foster a progressive approach to marketing and communications for the ICCA.

### **Person Specification:**

The successful applicant must:

- Be educated to degree-level and have a minimum of 5 years' experience in marketing and communications, preferably in education and training. We will consider applications from non-graduates who can demonstrate exceptional ability.
- Be extremely literate and able to write impressively, persuasively and succinctly.
- Be able to work to deadlines and to manage and curate a variety of different media platforms.
- Have an aptitude for the management of junior members of staff to inculcate a culture of excellence. Prior management experience would be desirable.
- Be creative and innovative, adapting those skills to work appropriately in the field of legal training and education. Prior experience of working in the legal profession and particularly with the Bar is desirable.
- Be personable, enthusiastic and confident to be able to make persuasive presentations and suggestions to senior members of the organisation and Governors where required.

### **The Contract**

COIC is seeking to appoint the Marketing and Communications Manager on a permanent contract. There will be a six-month probationary period.

- Salary £50,000 per annum (FTE)

- 25 days paid holiday plus bank holidays
- Death in Service Benefit
- 15% Defined Pension Contribution by the employer (after 3 months)
- Private Health Insurance (after completion of probation).

Location: The ICCA is currently based at 9 Gray's Inn Square, London WC1R 5JD, and is due to relocate to 33 Chancery Lane, London WC2A 1EN by March 2021. The ICCA is currently working remotely in line with HM Government's Coronavirus guidance. Any longer-term flexible working arrangements and regular working pattern will be agreed with the postholder's line manager.

The ICCA values equality and diversity and is committed to ensuring its processes and procedures are fair, transparent and free from unlawful discrimination.