

A nighttime photograph of the London skyline. The Gherkin (30 St Mary Axe) is on the left, illuminated with blue lights. To its right is Paternoster House, a tall, dark building with many lit windows. The background shows other city lights under a dark sky.

**LF** LUBBOCK FINE

Career Opportunity

# Marketing Manager

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Paternoster House | 65 St Paul's Churchyard | London EC4M 8AB

# Why Lubbock Fine?

Lubbock Fine is a successful 22 Partner accountancy and tax advisory practice. We are also the founder member of the award-winning global network Russell Bedford International. Due to a period of considerable growth, we plan to expand our team to 200 members of staff in 2025. The overarching strategy of the firm at the heart of our success is our vision to 'redefine exceptional'. Now is a perfect time to join us to be part of that success and to help shape the future.

We have a diverse range of clients, both within the UK and around the world. Our specialist business desks look after clients in France, Portugal, India, the Middle East and Africa, we have a newly launched German desk and business operations in the Cayman Islands. Our Dubai office, established in 2006, was one of the first to register as auditors with the Dubai Financial Services Authority.

Our clients cover a vast array of sectors including property investment businesses, natural resources, and renewable energy firms, the media & entertainment sector, technology, FCA registered firms, charities and large funds with up to £4bn in assets. With such a diverse client base our work is both challenging and gratifying and offers our people many opportunities to gain exposure to new industries, or to specialise.

Our leadership team is friendly and approachable, and they keep an open-door policy to interact with the LF team at all levels. Our Smart Working policy enables you to reasonably work from where, and when you want, ensuring that you have a high degree of autonomy over how you manage your time.

We take CSR seriously and are heavily engaged in social mobility and charitable activities giving you the opportunity to give back. Employee wellbeing, flexibility and a quality working environment are at the core of the firm's values. We have an extensive range of benefits.

LF understands that everyone will have different long-term personal goals. Consequently, each team member is able to develop a tailored development plan to help them reach their specific career goals. Some of our team members who moved into Industry are now our clients. After a period of time with the firm we offer sabbaticals and international secondments within the RBI network.

If you are looking to take your career path all the way to partnership, the path to achieving this will be completely transparent. LF operates a unique 'Path-to-Partner' training and mentoring programme, allowing you to progress from trainee, into management and then Partnership as fast as you are capable of doing so.

# Our Marketing Team

We're people helping people. We're approachable, transparent and speak in plain English. We trust and empower one another to achieve our highest potential, leaving our egos at the door. Our different personalities, professional skillsets and personal journeys make us stronger as a team. We love to have a good time and enjoy full lives outside work.

## Marketing Manager

- Reporting into the COO with partners as internal customers, Line management of two marketing executives (digital and comms) and external suppliers (PR agency, design and copywriting)
- Planning, executing, and managing end-to-end strategic marketing campaigns from concept to completion
- Guide the PR agency on media commentary and social media campaigns aligned with the marketing priorities outlined in the marketing plans. Collaborate with partners and senior staff to support PR activities managed by the PR agency
- Identify relevant industry awards for teams, contribute to drafting award submissions
- Creating and editing engaging copy for email marketing, the website, advertisements, brochures, social media, events, and other digital content
- Conduct client and competitor research, identifying emerging trends to support content creation
- Supporting and coordinating client events both in-person and virtual, ensuring seamless execution and a positive client experience
- Working closely with the People Team to manage the internal communication strategy and channels, while also sharing successes and raising awareness of sectors and services through internal communication platforms. Collaborate with the People Team to plan, coordinate, and execute internal events
- Coordinate and execute the annual Net Promoter Score (NPS) survey to measure client satisfaction and identify areas for improvement
- Facilitating cross-sector business development opportunities
- Preparing and evaluating a management board back for the COO on a quarterly basis recording on all marketing activity and performance
- Develop and manage the annual marketing budget and expenditure forecasts to ensure effective allocation of resources
- Continue to manage brand reputation on Google and Glassdoor focusing on positive reviews and feedback



## We would love to hear from you if you have...

- A strong understanding of the accountancy sector and business activities to help advise partners on potential marketing campaigns and initiatives.
- At least 5 years in Marketing, within professional services, preferably within accountancy
- Ability to deal with conflicting demands, multitask and meet deadlines
- Excellent communicator with good analytical skills and strong writing skills
- Self-motivated; a good team player and the ability to work without supervision
- Experience of a professional practice environment, desirable though not essential
- Enthusiasm for and willingness to understand the firm's business
- A good sense of humour and the desire to progress professionally
- Some experience working with senior leadership teams and fee-earner
- A degree in marketing, business or applied communications and the CIM qualification
- To be able to travel into the office for collaborative working and developing the team



## What we will offer in return

- A competitive salary as well as a fully comprehensive range of benefits to include
- Smart Working with core hours from 10am to 4pm
- Christmas bonus scheme
- 4 or 5% pension (matched)
- Private Medical insurance
- Dental insurance
- Interest free season ticket loan
- Enhanced Maternity, Paternity & Shared Parental Leave packages
- Flexible benefits: including healthcare assessments, cycle to work, health cash plan etc
- Employee assistance programme
- 26 days holiday plus bank holidays
- Fresh fruit and snacks in the office every week
- Massage Angels bi-monthly
- Annual away day and Christmas party as well as numerous other socials
- Annual wellbeing calendar with free seminars, freebies, lunch & learns
- A supportive working environment where development and progression are actively encouraged!

## Key Contact

**Karen Foot**

Head of People

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