

MARKETING EXECUTIVE

Department/group	aosphere
Office	London - Spitalfields
Reporting to	Digital and Content Engagement Manager
Role Type	Permanent, full-time, hybrid

About aosphere

Based in the City of London, aosphere is the market-leading provider of online global legal analysis and regulatory monitoring for complex situations - enabling its customers to instantly access detailed, premium legal information across multiple jurisdictions.

aosphere's products are used by over 1,200 organisations worldwide, including most of the world's leading banks and largest asset managers, together with a rapidly expanding corporate customer base. Its flagship products include the Rulefinder product range, currently focused on data privacy, shareholding disclosure, cross-border marketing restrictions and crypto asset regulation, and a suite of derivatives-based services.

aosphere is at the forefront of legal innovation and has featured 13 times in the prestigious *Financial Times Innovative Lawyers* report.

aosphere was founded more than 20 years ago as part of Magic Circle law firm Allen & Overy, but in 2023 was the subject of a carve-out transaction with ownership now shared between Allen & Overy and technology investors Inflexion and Endicott, the latter based in the US. Coming out of the carve-out, aosphere has ambitious growth and investment plans, including international expansion and investment in product/AI as well as building out its sales and marketing capability to match the size of the opportunity.

aosphere is run by a growing team of c. 50 people, including a substantial team of deep legal experts, working in a friendly, engaged and mutually supportive culture. aosphere has been a pioneer in the use of flexible working arrangements and has successfully operated both hybrid and flexible working patterns for 20+ years. Everyone in the team works on a hybrid basis, with some also working part-time to optimise work-life balance. The team is based in London, currently inside the A&O Shearman building at One Bishopsgate but will soon be moving to a new and larger office near Liverpool Street Station.

The role

This is an exciting opportunity to join a growing marketing team.

The marketing executive will play a crucial role in implementing marketing strategies to accelerate global revenues and build aosphere's sales pipeline, and will work across various marketing functions, including content creation, digital marketing, branding and events.

The successful candidate will be a versatile team player with a demonstrable aptitude for delivering engaging marketing content and collateral, and an excellent knowledge of digital marketing.

Key relationships include:

- Other members of the marketing and broader business development team
- Product teams
- Support teams
- External designers

Job description

The job will include, but not be limited to:

Content creation and marketing

- Producing compelling marketing materials to support sales efforts, including brochures and case studies
- Collaborating with product teams to execute content marketing strategies
- Creating high-quality branded content in various forms and distributing it via digital channels, including the website, LinkedIn and email
- Crafting messaging that clearly articulates product value propositions to potential clients

Product development marketing

- Collaborating with product teams to help market new product launches and developments

Event marketing

- Helping to promote event attendance

Marketing campaign performance tracking and analytics

- Monitoring and reporting on marketing campaign performance

Website content management

- Co-ordinating website updates
- Editing web content to ensure consistency in brand voice and messaging
- Optimising web content for search engines and conversion

Key requirements

- Proven experience in a marketing role, ideally within the B2B space - experience within the legal and compliance industry is a plus
- A commitment to delivering work of the highest standard
- Excellent attention to detail
- Strong writing, editing and communication skills, with an ability to simplify complex topics for a professional audience
- Knowledge of SEO
- Analytical skills for campaign performance tracking and reporting
- Excellent organisational and prioritising skills
- A willingness to undertake a range of tasks and a can-do attitude
- Creative thinking both in new ideas and ways of creatively using existing channels and resources
- The ability to work both independently and as part of a team in a hybrid environment
- Desirable: experience using web content management systems, client relationship systems and email marketing platforms – experience using Umbraco and/or Salesforce MCAE is a plus

Company values

aosphere company values are important to us. We hire all our employees with a focus on our people-centric values: Supportive, Friendly, Trust, Flexibility, No Big Egos.

Join us

Please send your CV/resume in confidence to hr@aosphere.com

aosphere.com