

Communications Specialist

Conyers has an opportunity for a full-time Communications Specialist in its Cayman office. Reporting to the Senior Communications Manager, this role will be responsible for developing internal and external content and conducting media relations with global and local publications.

The Opportunity

Conyers is a leading international law firm advising on the laws of Bermuda, the British Virgin Islands, and the Cayman Islands. Conyers has over 140 lawyers in six offices worldwide and is affiliated with the Conyers Client Services group of companies which provide corporate administration, secretarial, trust and management services. The firm's seventh office is located in Toronto, Canada. Both the Global Marketing and IT departments are led out of that office.

We are looking for a passionate, creative and dynamic individual who enjoys communications and public relations and is excited to join a high-performing Global Marketing team.

The ideal candidate will have strong communications skills, with the ability to transform legalese and strategic business messaging into clear, cohesive and engaging narratives that resonate with internal and external audiences.

This role will provide a range of support including communications and content marketing aligned to the strategic objectives of the firm and practice groups in Cayman and London.

Core Responsibilities

- Contribute to annual business development planning as well as strategy development in designated offices and markets
- Write and/or edit external communications (e.g. legislative alerts, newsletters, articles, press releases, brochures, deals, event materials, social media, and web pages)
- Applying the firm's style and writing guides, proofread all design and copywriting materials in both digital and print mediums to ensure accuracy with:
 - Spelling, grammar, punctuation, syntax, and context
 - References, names, web/e-mail addresses, phone numbers, and statistics/data
 - Consistency and accuracy of layout components Overall consistency, clarity, and presentation of messaging
- Responsible for all directory and award submissions for the Cayman/London offices, including collation of content and writing of submissions
- Coordinate the media buy with global publications, including online publications, seeking Cayman contributions, working directly with international publications to secure ad space

- Develop and maintain relationships with local and international media, and serve as the firm's primary media contact for the Cayman and London offices.
- Pitch local media and secure placement in key Cayman publications to promote the firm locally
- Stay on top of trends and developments in the offshore legal market to be able to recommend new strategies/initiatives to facilitate business growth
- Provide social media training and support to Cayman and London office lawyers and managers
- Prepare and implement RFIs/RFPs as required
- At the direction of the Senior Communications Manager write, proofread and prepare internal communications for departments and globally for employee newsletters and leadership updates

Qualifications & Critical Skills

- A related university degree, or a comparable equivalent with a minimum of five years of professional experience, in communications or journalism
- Experience in a fast moving and demanding environment. Professional services experience is an asset
- Proven ability translating complex/technical materials into useful marketing messaging
- Strong, persuasive writing skills and proficient at creating editorial content, newsletters, summaries, presentations, and reports
- Exceptional attention to detail and accuracy
- Experience working with the media in all capacities (i.e. pitches, media buying, crisis comms)
- Proven time management and organisational skills with the ability to manage, prioritize and organize multiple projects
- Highly organized with exceptional attention to detail and proven track record of working in a cross-functional team environment
- Excellent communications skills: timely follow-up, ability to articulate objectives, strategies and tactics to various departments
- Confident, positive self-starter and driver who can build partnerships and win the trust of lawyers, as well as professionals in all administrative departments
- Strong judgement and interpersonal skills
- Demonstrated success working with multiple stakeholders and evolving priorities
- Strong understanding of global and local strategies with ability to help bridge between them to ensure consistent, clear and compelling communications tailored for different audiences
- Strong computer skills required, including Microsoft Excel, PowerPoint, Word, etc.
- Experience with Cision, Vulture, and InterAction (or equivalent platforms) is an asset

CVs with references may be submitted in confidence to:

Human Resources, Conyers

Email: careerscayman@conyers.com

Deadline for applications: 20th May 2022