

# APPLEBY

**Appleby (Bermuda) Limited**, a leading offshore law firm, provides services to many leading global organisations with respect to legal, fiduciary and administration services.

## Marketing Executive

We require an energetic, confident and highly motivated individual with excellent communication skills to work in a demanding environment as part of the marketing team with primary responsibility for a combination of strategic, tactical and administrative functions. The individual needs to be very organised, detail-oriented and have a proven track record for delivering projects and tasks on time and budget.

### Responsibilities include:

- Works with the Marketing Manager to develop and execute marketing plans, budgets and special projects for global practice groups and teams
- Executes global and local business development initiatives, events, sponsorships and seminars
- Manages the preparation of, and updates to, the firm's collateral materials, publications, web content, bios and other firm written materials
- Coordinates local public, community, media relations and advertising efforts
- Coordinates client relationship management and reputation enhancement programme information
- Strong participation and visibility in coordinating the firm's marketing knowledge and materials by building and maintaining internal and external relationships
- Assists with the development of the brand

### Knowledge, Skills and Experience required:

- A Bachelor's Degree in Marketing or Business
- 5-7 years' marketing or business development experience, preferably in a professional services environment
- Excellent verbal and written communication skills
- Excellent interpersonal skills with the ability to work under pressure and adapt to change
- Detail oriented with strong organisational skills and a proven ability to meet deadlines and manage priorities
- Strong ability to demonstrate initiative and creativity

Successful candidates will be able to produce work on a same-day basis, adhere to deadlines and work overtime when required. If you possess the relevant experience, are a motivated team player and interested in career advancement, we want to hear from you.

Please apply online by registering in the Careers section of our website at [www.applebyglobal.com](http://www.applebyglobal.com) before **20 April 2012**.

[applebyglobal.com](http://applebyglobal.com)

**THE RIGHT PEOPLE. THE RIGHT PLACES. THE RIGHT CHOICE.**

Alternatively, written applications, with curriculum vitae, should be addressed in confidence to:

Denneeka Crockwell  
Human Resource Manager  
Appleby (Bermuda) Limited  
PO Box HM 1179  
Hamilton HM EX

<b>Bermuda</b>	<b>Jersey</b>
<b>BVI</b>	<b>London</b>
<b>Cayman</b>	<b>Mauritius</b>
<b>Hong Kong</b>	<b>Seychelles</b>
<b>Guernsey</b>	<b>Shanghai</b>
<b>Isle of Man</b>	<b>Zurich</b>

Closing Date: 20 April 2012