



Job Title:

Head of Marketing

Who we are and what we offer you

At Enable we fundamentally understand that business should always drive technology and not technology drive business. Our goal is to therefore design, create and implement agile software solutions to solve business challenges to enhance the user' day to day activities to the benefit of the business.

Our team has a history of providing solutions for professional services organisations, we understand the challenges that practice and administration groups within these organisations face and our knowledge of other applications in use within law firms is vast.

We have an excellent client retention rate for our solutions with our clients including Global law firms in the UK, Ireland, Mainland Europe, US, Canada, and Australia. These include a Magic Circle and many other UK and US firms

Enable are part of Pinnacle who is a trusted guide and expert partner of the world's leading law firms. We help our clients get the most from their critical business applications and the data these applications hold. We also have long-standing partnerships with both Thomson Reuters, Elite and Intapp. We work alongside them to develop products that give our clients the maximum value, opportunity, and advantage.

Your role

1. The Head of Marketing role will home based reporting to the CEO. We are looking for someone who is hands on and can engage with our existing client base, which is made up of some of the largest law firms in the world, to expand the use of our leading products and services into other law and professional services firms.
2. The role will be home based but travel to the London office on occasion.

The role involves:

- ▲ Implementing a Business Development plan to identify new business opportunities for the product sales team.
- ▲ Define and support strategy to help position company's services offering.
- ▲ Implement a company -wide CRM strategy.
- ▲ Manage 3rd party relationships.
- ▲ Create collateral as required.
- ▲ Engage with existing clients at C-suite to help with references, case studies and other insights.
- ▲ Ensure branding and positioning of company is defined and clear on social media channels.
- ▲ Management of website.
- ▲ Define event attendance and sponsorship.



- ▲ Engage with internal staff to coordinate services offering, and promote marketing activities, CRM, white papers, thought leadership.

Is this you?

Rather than a definite Enable 'type', we are looking for someone who is a winning blend of various talents. So, we're never overly prescriptive in what we ask for.

While it would be great if you have already worked in the legal or software or professional service industries, we're really looking for a good mix of aptitude and attitude. For this role, that means problem ownership and solving skills and a logical approach to challenges together with determination and an eagerness to learn.

Our essential criteria

To be successful in your application you need to:

- Experience of marketing technical products and services to professional services firms.
- Working with business leaders to understand how to position their products and service offerings.
- Demonstrable experience of developing and executing integrated marketing campaigns.
- Managing small teams of internal and external resources.
- Excellent selling, communication, and negotiation skills.

The next steps

Please email your CV to helen.mcconnon@pinnacle-oa.com with a note of introduction that will persuade us to invite you in for a chat.

We look forward to hearing from you.