

STEWARTS

Job description

Job title:	Digital Marketing Executive (Website)
Reporting to:	Senior Digital Marketing Manager
Department:	Marketing
Location:	London
Purpose of role:	Supporting the Senior Digital Marketing Manager in the delivery of the firm's digital marketing strategy, with a primary focus on the day-to-day management, optimisation and performance of the Stewarts website.
Hours:	Monday to Friday, permanent, full time
Reviewed:	March 2026

Job responsibilities:

Supporting the Senior Digital Marketing Manager in the planning, delivery and optimisation of the firm's website and related digital platforms, ensuring content supports business development, communications and departmental objectives. The role has a broad remit, supporting all legal departments to achieve their digital marketing objectives through effective website content delivery, performance analysis and continuous improvement.

Key responsibilities include:

Website & content management

- Lead and manage the day to day uploading and publishing of insights, news and thought leadership content on the firm's website
- Own website content management, governance and publishing schedules, ensuring accuracy, tone and compliance
- Work closely with the Communications team to schedule insights and news content
- Create, update and maintain lawyer biographies, department pages and online directories
- Review website content performance and work with departments to recommend updates to underperforming articles
- Ensure website content meets accessibility, usability and best-practice standards.

SEO, analytics & performance

- Support the firm's SEO strategy by embedding best practice across website content, including metadata, internal linking and keyword optimisation
- Monitor website performance, user behaviour and conversion data using Google Analytics and other tools
- Provide regular reporting and analysis on content engagement, traffic and user journeys
- Collaborate with the CRM team to track web enquiry volumes and analyse conversion rates
- Support A/B testing, landing page optimisation and ongoing user journey improvements.

Agencies, reporting & optimisation

- Work with external SEO, web development and digital agencies as required, ensuring quality, value and performance
- Support the Senior Digital Marketing Manager in producing monthly digital performance reports, providing accurate analysis and actionable insight
- Track agreed KPIs and contribute insight into quarterly planning and continuous improvement

- Identify digital innovation opportunities and best-in-class website approaches through regular competitor and market review.

Collaboration & projects

- Work closely with BD and marketing colleagues to support campaigns, announcements and online initiatives
- Support website development projects, enhancements and new page builds
- Assist with maintaining digital governance, processes and documentation
- Work closely with the wider marketing and business development team as required and act as a deputy for the Senior Digital Marketing Manager.

Job skills:

- 2–3+ years' experience in a digital or website-focused marketing role, ideally within professional services
- Strong technical knowledge and experience using CMS platforms (e.g. WordPress or similar)
- Working knowledge of SEO best practice and website performance reporting
- Experience using digital analytics tools such as GA4
- Experience managing multiple projects simultaneously with varying deadlines
- Experience working with partners and internal stakeholders
- Excellent written communication skills with strong attention to detail.

General:

- Demonstrates excellent communication and interpersonal skills (respectful, positive, articulate, professional and sympathetic)
- A proactive, organised and delivery-focused individual who makes things happen
- A respectful, reliable and supportive team player
- Professional in attitude and able to work under pressure
- Self-motivated with a high level of initiative and persistence
- Well organised, uses initiative, prioritises appropriately, manages own workload and meets deadlines
- Delivers helpful internal and external client services with a "can do" approach, shows commercial awareness and represents the department and firm appropriately
- Shares information and ideas
- Reflects the firm's culture.