



Burford Capital Senior Marketing Associate New York, NY

Burford Capital is the leading global finance and asset management firm focused on law. Its businesses include litigation finance and risk management, asset recovery and a wide range of legal finance and advisory activities. Burford is publicly traded on the New York Stock Exchange (NYSE: BUR) and the London Stock Exchange (LSE: BUR), and it works with companies and law firms around the world from its principal offices in New York, London, Chicago, Washington, Singapore, Sydney and Hong Kong.

Burford Capital seeks to hire a Senior Marketing Associate to join its growing global marketing team and contribute to the growth of its businesses and the increased visibility of its brand. The Senior Marketing Associate will play a critical role in Burford's events and webcasts, as well as contributing to internal communications and thought leadership content. The role requires determination to succeed, hunger to learn and grow in the role, superlative attention to detail and outstanding communication skills.

The role is based in Burford's New York offices and will initially report to its Chief Marketing Officer.

www.burfordcapital.com

COMPANY OVERVIEW

Burford Capital is the largest and most experienced provider of commercial finance to the legal sector in the world, with a core expertise in identifying and optimizing the value of legal assets for companies and law firms. Since its founding in 2009, Burford has worked with hundreds of law firms and corporations, including 93 of the AmLaw 100 and 89 of the Global 100 largest law firms. Our team has grown from five people at the end of 2009 to over 140 people today, including 55 lawyers.

Burford possesses the resources and expertise of a large company but retains the flexibility and creativity of a startup. Team members are smart, ambitious, collaborative, curious and confident. Everyone rolls up their sleeves to perform and engage collectively for the overall success of the business. Burford values rigorous thinking, clear communication and efficient execution.

Burford pays base salaries consistent with the financial services industry and favors incentive compensation to reward performance.

POSITION REQUIREMENTS

Events and webcasts

- Manage calendar of global events targeting Burford's clients and prospects, including assisting with sourcing and selection of third-party events, suggesting topics, venues and formats for Burford hosted events, and general oversight of Burford's program of hosted events, sponsored events, speaking engagements and webcasts
- Secure input from colleagues across the business to target event resources for maximum impact on the business
- Research, plan and implement Burford-hosted and third-party events to the highest standards, which may include on-site event management, venue management, vendor selection, negotiation and management and coordination with all parties involved in successful event planning and execution
- Set and track appropriate KPIs for events and collect feedback
- Generate decks and content for Burford events and webcasts
- Collaborate with peers to leverage email marketing and marketing automation to optimize event attendance and follow up
- Contribute to list building for targeted but underrepresented client prospects

Internal communications

- Coordinate and emcee regular company meetings for the Burford community
- Write and publish key internal updates across media
- Work with senior executives to ensure a steady stream of internal business updates are provided, ghost writing as needed
- Coordinate annual staff gifts
- Ideate and implement internal team-building programs and events

Content

- Ghost write articles, blog posts and white papers for owned and earned media channels
- Assist with development of video-based content for owned and earned media channels

SKILLS DESIRED

Qualifications & experience

- College degree
- >3 years of experience working on business and corporate events, ideally in financial or professional services or an analogous industry sector
- Experience in a relevant business-to-business marketing role preferred

Core competencies & skills

- Keen attention to detail
- Creative problem-solver



New York
London
Chicago
Washington
Singapore
Sydney
Hong Kong

- High standards and commitment to excellence
- Excellent writer and communicator
- Good fit for Burford's culture and marketing team—collaborative, ambitious, curious
- Desire to grow in the role and at Burford

Other requirements

- Minimal travel required

Salary

\$80,000-\$90,000

Notice of Collection of Personal Information:

<https://www.burfordcapital.com/media/3351/notice-of-collection-of-personal-information.pdf>



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