



## Burford Capital Marketing Associate New York

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 and Sydney.

Burford Capital seeks to hire a 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 Marketing Associate will take on significant responsibilities in key areas of Burford's external and internal marketing, including internal communications, thought leadership content, events and webcasts.

The role is based in Burford's New York offices and will report to its VP, Marketing located in London office.

[www.burfordcapital.com](http://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 130 people today, including some 60 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

### *Marketing and communications*

- Internal communications
  - Write and publish key internal updates across media
  - Coordinate and emcee regular town halls for the Burford community
  - Work with senior executives to ensure a steady stream of internal business updates are provided, ghost writing as needed
  - As the day-to-day point person for Burford's intranet, champion its continued enhancement, working collaboratively with the IT and admin teams
  - Ideate, recommend and implement new internal communications programs
  - Serve as the marketing lead for onboarding new staff and for coordinating annual staff gifts
- Content and thought leadership
  - Ghost write articles and white papers for owned and earned media channels
  - Assist with development of video-based content for owned and earned media channels
- Marketing and events
  - Serve as project manager for Burford webcasts and other thought leadership events
  - Generate decks and content for Burford events and webcasts
  - Plan, organize, deliver and evaluate events targeting Burford's clients and prospects
  - Contribute to list building for targeted but underrepresented client prospects

## SKILLS DESIRED

### *Qualifications & experience*

- College degree
- 3+ years of professional experience in a marketing, communications or adjacent role
- Preference for experience in an investment banking, private equity or financial services setting or demonstrated financial fluency
- Superlative writer and communicator

### *Core competencies & skills*

- Outstanding communications—written and verbal
- Excellent organizational skills to monitor and prioritize multiple activities at once
- High achievement orientation with ability to thrive in a flat, roll-up-your-sleeves environment
- Good fit for Burford's culture and marketing team—collaborative, ambitious, keenly attentive to detail, curious
- Credibility in C-suite setting
- Fluency in Microsoft Word, Excel and PowerPoint
- Knowledge of Sharepoint, HTML and video-editing software highly desirable

### *Other requirements*

- Remote work during Covid-19 welcome
- Minimal travel required

### **SUMMARY**

As Burford continues its evolution as an investment bank for law, we seek to hire a Marketing Associate to join our growing global marketing team and contribute to the growth of its businesses and the increased visibility of its brand. The Marketing Associate will take on significant responsibilities in key areas of Burford's external and internal marketing, including internal communications, thought leadership content, events and webcasts.

This is an excellent opportunity for an ambitious self-starter with the desire to grow as part of collaborative global team. The Marketing Associate will leverage superlative skills as a communicator to develop highly visible internal communications programs, which requires the confidence to interact routinely with senior leadership. The Marketing Associate will also contribute to Burford's ambitious marketing and events initiatives, which require the ability to manage and prioritize a broad portfolio of programs, as well as an unrelenting commitment to detail that results in flawless execution.