



Burford Capital Marketing Manager 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 Manager to join its growing global marketing team and contribute to the growth of its businesses and the increased visibility of its brand. The Marketing Manager will play a critical role in building Burford's visibility and credibility with leading companies and law firms by managing and contributing to substantive content- and thought leadership-led marketing programs. This role is ideally suited to an individual with experience marketing financial services to corporate clients and with a background in marketing communications for an investment banking, private equity or financial services firm. It requires confidence and ambition, superlative writing skills and a strategic mindset.

The role is based in Burford's New York offices and will 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 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

- Content and thought leadership for C-level financial and other audiences
 - Manage development of content aimed at C-level audiences, including CFO's and other C-level executives, drawing on experience marketing financial services products to corporates
 - Manage industry-led development of client-relevant content
 - Ghost write articles and white papers for owned and earned media channels
 - Manage Burford's content calendar and "newsroom"
 - Copyedit Burford's marketing content
- Market research
 - Help concept at least twice-yearly marketing research initiatives, including identification of topics, development of questions and recommendations of partners
 - Lead project management for research studies, including recruitment and management of vendors and partners, development and implementation of surveys, conducting interviews, reviewing and analyzing data, concepting and writing of reports
 - Collaborate effectively with marketing team to ensure that research is leveraged across all paid, earned and owned media channels
- Marketing
 - Contribute to development and continual enhancement of messaging targeting client constituencies
 - Help support effective PR program by developing newsworthy marketing content and case studies, with particular emphasis on C-level audiences and publications
 - Leverage deep understanding of investment banking/private equity/financial services to make smart and strategic recommendations to introduce new marketing programs or enhance existing ones

SKILLS DESIRED

Qualifications & experience

- Experience marketing financial products (investment banking, private equity or financial services) to corporate clients
- College degree
- 7+ years of professional experience at a financial services company in a marketing, communications or adjacent role
- Superlative writer with experience editing others' work
- Market research experience (preferred but not required)

Core competencies & skills

- Outstanding communications—written and verbal



New York
London
Chicago
Washington
Singapore
Sydney

- Fluency and confidence in researching new topics
- Fluency with finance and marketing of financial services products and services
- Good fit for Burford's culture and marketing team—collaborative, ambitious, keenly attentive to detail, curious
- Strategic thinker with analytical mindset
- High achievement orientation with ability to thrive in a flat, roll-up-your-sleeves environment
- Desire to coach and encourage others' success; experience managing others welcomed but not required
- Credibility in C-suite setting

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 an experienced (7+ years) and confident individual with a background in marketing, communications or an adjacent role in an investment banking, private equity or financial services setting to take on an exciting new role as Marketing Manager focused on content and thought leadership.

Drawing on experience marketing financial services to corporate clients, the Marketing Manager will play a critical role in building Burford's visibility and credibility with finance professionals and other executives at leading companies and law firms by managing and contributing to substantive content- and thought leadership-led marketing programs, including articles, white papers and market research reports. The right candidate will have the opportunity to build on Burford's award-winning thought leadership initiatives and to play an essential role in taking key initiatives to the next level. The Marketing Manager must be a superlative writer and communicator with the ability to adapt messaging content and tone to the audience and experience editing and helping others improve their work. The winning candidate will be a strategic thinker with an analytical mindset, able to focus on and communicate the most business-relevant messages. Finally, the Marketing Manager will be motivated to develop new ideas that take Burford's marketing forward and a good fit for its culture and marketing team—collaborative, ambitious, curious and keenly attentive to detail.