



Burford Capital Senior PR 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 Senior PR Manager to contribute to the growth of its businesses by maximizing its visibility in business and legal press on a global basis. A key member of Burford's growing global marketing team, the Senior PR Manager will work to ensure that Burford secures consistent, high-quality coverage by cultivating and maintaining relationships with key journalists and editors and by targeting them with relevant and timely story ideas. This individual will also serve as an internal champion for PR internally, working to build support for PR efforts and tracking and sharing press coverage to ensure that Burford's global team sees the ongoing impact of press visibility on its business results. This role is ideally suited to an experienced PR professional with a background in either financial services or the legal sector in a role focused on communications and media relations. It requires a strategic communications mindset, superlative written and verbal skills and professional confidence and ambition.

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 94 of the AmLaw 100 and 90 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. Burford provides competitive health care benefits and a 401k matching program. Burford Capital is committed to increasing diversity and maintaining an inclusive workplace culture. We welcome applications from all qualified candidates regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status, whether or not they have a disability.

POSITION REQUIREMENTS

Media relations strategy and outreach

- Continuously develop novel ways of connecting Burford's value as an investment bank for law to its client audiences—lawyers at law firms, in-house lawyers and financial executives—via ambitious and creative media placements
- Manage non-investor media outreach on a global basis, with a focus on building/maintaining relationships
- Target and pitch business and legal media for stories about and by Burford and/or the legal finance category
- Serve as the primary media contact for all incoming non-investor media requests
- Develop opportunities to enhance coverage of Burford by leveraging third-party relationships, thought leadership and other creative assets

Public relations management & content development

- Draft press releases, bylined articles and other content for media
- Manage, cultivate and grow media lists on a global basis
- Assist with media training and support to executives
- Track and disseminate PR clippings on a global basis
- Leverage social media and other channels to maximize the impact of coverage in coordination with other marketing team members
- Collaborate with other marketing team members to extract PR value from events and other marketing investments

SKILLS DESIRED

Qualifications & experience

- 7+ years of professional experience in PR in the financial services or legal sector
- Demonstrated success in pitching and placing stories in a range of media, including general business and industry vertical media
- Ability to understand and translate Burford's business to others
- College degree

Core competencies & skills

- Superior written and verbal communication skills and attention to detail



New York
London
Chicago
Washington
Singapore
Sydney

- High achievement orientation, willing to roll up sleeves and do whatever it takes to achieve goals
- Confident professional with credibility to interact with C-suite
- Good fit for Burford's culture and marketing team—collaborative, ambitious, keenly attentive to detail, curious
- Desire to coach and encourage others' success; experience managing others welcomed but not required

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) PR professional with a background in financial services or the legal sector to take on the role of Senior PR Manager.

Given Burford's leadership of a fast-growing category, an individual with the right combination of skills and ambition will find in this role the opportunity for significant professional experience, growth and visibility as a PR professional. The person who takes on this job will be responsible for building Burford's media profile across global press outlets (excluding investor press) and will therefore have the opportunity to impact Burford's business growth.

This role is ideally suited to an experienced PR professional with a background in either financial services or the legal sector in a role focused on communications and media relations. It requires a strategic communications mindset, superlative written and verbal skills and professional confidence and ambition.