



McHale Muldoon Solicitors



#JOB-2407030



Denshaw House, 121 Lower Baggot Street,

Dublin 2, D02 FD45



No of positions : 1



Paid Position



39 hours per week



38000.00 Euro Annually



13/08/2025



10/09/2025

How to apply

Application Method :

Not available



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online



Legal Marketing Specialist (English & Chinese)

Application Details

In order to work in Ireland a non-EEA National, unless they are exempted, must hold a valid employment permit. Please review the [Eligibility and requirements for an employment permit](#) if you are unsure of your eligibility to apply for this vacancy.

Job Description

McHale Muldoon Solicitors is looking for a highly skilled and experienced Legal Marketing Specialist (English & Chinese) to develop and implement targeted legal marketing strategies for both English-speaking and Chinese-speaking client sectors. This role will play a key part in promoting the firm's legal services, enhancing its brand reputation, and driving business development in Ireland and the wider Asian market.

Key Responsibilities

English-Speaking Client Sector

- Develop, manage, and deliver marketing campaigns for McHale Muldoon Solicitors' core legal services, targeting Irish and other English-speaking markets.
- Produce high-quality English-language content — including legal articles, case studies, client guides, press releases, and website updates — that reinforces the McHale Muldoon Solicitors brand.
- Manage and grow the firm's English-language social media presence (LinkedIn, Twitter/X, Facebook, Instagram), ensuring all posts reflect the brand's tone, professionalism, and values.
- Implement SEO strategies and run paid campaigns via LinkedIn Ads, Google Ads, and other digital channels to enhance brand visibility.
- Coordinate and promote branded legal events, webinars, and seminars for English-speaking corporate and private clients.
- Ensure all English-language marketing activities comply with Irish legal advertising regulations, GDPR, and McHale Muldoon Solicitors' brand guidelines.

Chinese-Speaking Client Sector

- Lead the development of Mandarin Chinese marketing content for Chinese social media platforms (WeChat, Weibo, Douyin) to promote McHale Muldoon Solicitors' services in the Asian market, especially among Chinese-speaking audiences.
- Translate and adapt legal content to ensure accuracy, cultural relevance, and brand consistency.
- Manage client and partner engagement through Chinese digital channels and targeted outreach

campaigns.

- Support marketing events, webinars, and initiatives that build the firm's profile within Chinese-speaking communities in Ireland and overseas.

Other tasks: Provide support to solicitors with various necessary paper tasks during peak busy periods.

Requirements -

- Native or near-native proficiency in Mandarin Chinese and English (spoken and written).
- Bachelor's degree or above in Marketing, Communications, Business, or Law.
- Minimum 1 years' experience in digital marketing within a law firm or other professional legal services environment.
- Familiarity with Irish law, the Irish legal system, and legal terminology to ensure accuracy and compliance in all marketing communications.
- Proven expertise in both English and Chinese digital marketing platforms (including WeChat, Weibo, and Douyin) and in campaign performance analytics.
- Strong legal copywriting and translation skills, with the ability to clearly communicate complex legal concepts to diverse audiences.
- Demonstrated ability to develop and implement cross-cultural marketing strategies for international legal clients.
- **Sector:** professional, scientific and technical activities

Career Level

- Managerial