

# Brand and membership communications executive

Job details	
Directorate:	<b>Membership and External Affairs</b>
Department:	Marketing
Team:	Marketing and Operations
Grade:	Specialist A
Reports to:	Brand and Membership Communications Manager
Line management responsibilities:	No
Location:	London

## Role overview

*A brief description of the role, who the post holder might support, collaborate, interact and communicate with and how it fits into the specific department or organisation deliverables.*

The brand and membership communications executive is responsible for planning and delivering impactful communications with members that demonstrate the value of Law Society membership amongst solicitors in England and Wales.

Part of the brand team, this role will work closely with the brand assistant and brand executive to ensure a consistent, audience-centred approach to communications with members across all channels – digital, print and in person. The role will lead planning and delivery of membership communications for key campaigns including our Legal Heroes awards and Get Involved volunteering programme.

## Core duties of the role:

The post holder will:

- Plan and deliver a continuous membership campaign to build awareness, and sense of value about what it means to be a member of the Law Society, in line with our value proposition.

- Develop compelling messaging tailored to key member audiences, that brings our vision, purpose and value proposition to life.
- Monitor, collate and present data on the performance of member communications to build internal understanding of how solicitors engage with membership communications.
- Write impactful copy and create engaging communications to meet membership communications objectives and communicate the Law Society's achievements against our corporate strategy and business plans.
- Drive the communications plan for new members to build their understanding of the benefits of membership, including highlighting relevant products and services.
- Devise different approaches to build awareness and engagement with our membership offer, including collaborating with other teams to explore improved search engine optimisation, paid search and paid advertising.
- Identify members who have relevant experiences and create a pipeline of engaging story-based content that can be delivered through our social media platforms and other channels.
- Manage and commission membership photography, working with the brand assistant and brand executive to ensure our image library represents the breadth of our membership.
- Apply an audience-centred approach to member communications and develop understanding of our segmented audience needs. This includes working with other departments and routinely conducting your own research.
- Continually adapting and evolving ways of working to develop smooth and transparent collaboration across departments.
- Liaise with internal stakeholders to understand member communications objectives, advise on communications plans and content, and ensure a coordinated, audience-centred approach to communications across channels.

## Skills and attributes:

Criteria (knowledge, skills and attributes)	Assessment stage
<b>Essential:</b>	
Demonstrable experience of creating impactful communications across a range of channels, including web, email, and social media.	Application Form
Excellent copywriting, with both long form and key messaging experience.	Application Form
Planning and managing effective communications campaigns, including tracking and reporting on the success of campaigns.	Interview
Strong attention to detail and proof-reading experience.	Application Form
Experience of translating complex information into engaging and accessible communications.	Application Form
Good understanding of the latest trends and best practice in creating engaging communications for web and print, including accessibility standards.	Application Form
Strong interpersonal skills, with the ability to quickly form positive relationships with colleagues at all levels.	Interview
Self-motivated, flexible, proactive with a positive attitude.	Interview
Ability to respond well to change and adapt to changing circumstances.	Interview
Good planning, analytical and organisational skills, including the ability to multi-task and manage competing priorities.	Interview
<b>Desired:</b>	
Experience of using content management systems	Application form
Experience of using email automation systems	Application form
Experience of using Adobe design software such as Photoshop, InDesign (or similar).	Application form
Previous experience at a membership, trade or regulatory body	Application form

## Organisational chart – brand team

