

Strategic Communications Lead

Job purpose

Lead the team to build awareness, engagement and satisfaction amongst members with the Law Society's strategic priorities. This includes member communication requirements involving strategic themes, campaigns and relevant topics/issues to our membership.

The role leads on the creation of effective communication plans and engaging, relevant, tailored, and creative outputs that are delivered across our website, section (premium community) and email channels.

Overview

Department - Membership Communications & Content

Manager - Head of Corporate and Membership Communications

Grade - I grade

Location - Hybrid working arrangement split between 113 Chancery Lane and home

Team and line management responsibility

Responsibility for the Strategic Communications team, currently consisting of 11 roles.

Line management of Content Design Manager, Strategic Communications Manager and Content Manager (Sections).

Key accountabilities

- Develop and implement effective strategies and plans that builds engagement with target audiences and that are aligned with the strategic and commercial goals of the Law Society.
- Manage, coach, support and guide the work of the Content Design, Section Content and Communications teams, ensuring the smooth and

effective delivery of outputs in line with individual, team, organisational and commercial targets. This will often include effective collaboration with a range of colleagues to meet deadlines.

- Play an active role in the management of the wider department and work closely with other Leads and/or senior managers to make sure plans and outputs are aligned.
- Lead the planning and delivery of outputs related to our strategic theme priorities, building engagement through the development of creative, tailored and relevant communications and messages.
- Oversee the member communications approach for the Law Society's campaigns, collaborating with campaign managers and stakeholders across the business to make sure members recognise, actively support and feel represented by our influencing work.
- Oversee the smooth and effective delivery of digital content published on our website(s). This includes the production of high-quality outputs, the improvement of content pages on the website, and ensuring high-traffic pages are continually updated to reflect our priorities.
- Oversee the publication of guidance and advice content, such as Practice Notes, toolkits and guides. This includes working in partnership with subject matter experts and ensuring relevant information that is published in an easy to navigate manner.
- Management of the team responsible for digital and print content that is generated to support Sections (our premium communities). This includes aligning with wider Section or committee plans and maximising the content opportunities that Section events provide.
- Oversee the delivery of impactful and engaging content-led newsletters, ensuring a smooth and regular delivery of relevant content to tailored audiences.
- Responsibility for the strategic content elements of the departmental budget. This includes supporting the Head of Membership and Corporate Communications with month/quarter/year-end reporting and setting future budgets.
- Use data, analytics, and other forms of research to monitor the performance of our communications and content, and to inform new ideas and continuous improvement.
- Together with the Head of Corporate and Membership Communications, set team objectives and targets that ensure the effective and

efficient delivery of the team's performance.

- Guide the department and wider organisation in the continuous improvement of our ways of working and outputs.
- Support the Head of Corporate and Membership Communications in the smooth management of the department, picking up ad hoc requests when needed and deputising for senior colleagues where required.

Knowledge, skills and experience

Essential

Professional experience

- Significant experience in creating effective communication strategies and plans to build engagement.
- Ideally have a background in journalism or be able to demonstrate significant experience of identifying and creating compelling communications and messages.
- Strong people management skills, with experience of leading a team to continually adapt in a changing environment.
- Solid understanding of latest trends and best practice in creating engaging communications for a variety of channels to meet strategic goals.
- Previous experience of overseeing the effective use of communication channels, particularly web and email.

Desirable

- Previous experience of working in a similar role at a membership, trade or professional body.
- Understanding/experience of digital transformation and content design principles.
- Experience of using Adobe design software such as Photoshop (or similar).
- Prior experience of publishing materials on Sitecore content management systems.
- Solid understanding of the print production process.

- Outstanding editing, written and verbal communication skills.
- Ability to quickly understand complex or technical issues and translate that into engaging and easy to understand messages.
- Significant experience of generating insights from data and research and using that to inform decisions.

Personal skills and qualities

- Strong emotional intelligence and interpersonal skills, with the ability to quickly form positive and collaborative relationships with colleagues at all levels.
- Self-motivated, flexible, proactive and positive attitude, with the ability to inspire the same approach in others.
- Ability to respond well to change and adapt to changing circumstances.
- Strong planning, analytical and organisational skills, including the ability to multi-task and manage competing priorities.