

Marketing Executive

Job purpose:

Develop and deliver creative, customer-centric campaigns to drive revenue from the Law Society's commercial products and services. Collaborate with key stakeholders to build a deep understanding of our audiences, products and services; develop compelling content and messaging; and use range of channels to increase reach, build awareness, generate leads, and elevate the customer experience.

Key Accountabilities:

- Develop and deliver innovative and impactful marketing campaigns to promote the Law Society's commercial products and services to relevant audiences, using data to track and optimise campaign outputs, all within agreed budgets and deadlines
- Working with the Partnerships & Sales team, develop and deliver brand awareness and lead generation campaigns for the Law Society's commercial partners within agreed budgets and deadlines, and track and report on campaigns' impact to help steward and retain commercial partners
- Use traffic and behavioural analytics reporting tools to make data-informed decisions, including: extracting, analysing and presenting data; monitoring and reporting on performance against targets; developing testing models; and using analytics to develop and optimise marketing activity
- Build strong working relationships with internal and external stakeholders, and consult with them to deliver marketing activities
- Build a deep understanding of key audience segments and commercial products to inform campaigns and deliver a compelling customer experience
- Work in a smooth and effective way to deliver high-quality work within tight deadlines and build visibility, transparency and quality of plans, outputs and performance
- Ensure all outputs consistently meet house style, tone of voice and brand standards
- Support the team with the smooth delivery of projects and campaigns, taking on ad hoc work in line with the level of the post

Knowledge, skills and experience

Essential:

- Experience of creating and delivering marketing plans in a digital marketing role
- Experience in using analytics report tools, email and socials platforms, and Microsoft office software (or equivalent)
- Strong planning and organisation skills with proven ability to multi-task and handle several projects simultaneously
- Experience of working in a fast-paced environment with accountability for delivering campaigns on time and on budget
- Excellent written and verbal communication skills

Desirable:

- A marketing qualification e.g. CIM, IDM, CAM or other recognised professional post-graduate qualification or related experience
- Experience using a CRM database
- Experience of managing agencies and freelancers
- Knowledge of either the legal sector or experience of working for a membership organisation

Planning & Organising

Essential:

- To efficiently manage relationships with internal and external stakeholders
- To prepare, manage and communicate marketing plans
- To co-ordinate design, print and mail of promotional materials across a wide range of formats and products
- To manage budgets on an individual campaign basis
- To implement campaigns across channels
- To report on endorsed partners activity metrics - Google analytics working with the Digital Team

Dimensions**Operating environment**

- Works well both in teams and independently with close liaison with other internal departments.
- Organisation and multi-tasking required to manage a variable workload.
- Seeks to develop themselves continually to improve performance.

Financial responsibility

- Project-by-project budget management with referral to the Marketing Manager or budget holders in other departments.
- Joint responsibility for achieving annual revenue and engagement targets.

Creative Responsibility

- Produce marketing materials within brand guidelines from conception through to execution.
- Able to grasp complex concepts and present them in a simple and clear format.

Analytical Responsibility

- Conduct post-campaign analyses for ongoing improvement of marketing ROI.

Location

Based in London with occasional travel to conferences, exhibitions, stakeholder meetings etc.

Organisation Chart