Product Marketing Lead

|  |
| --- |
| **Job purpose:**  Responsible for overseeing the strategic direction and execution of marketing initiatives for our membership product portfolio, including new to market products by developing a clear strategy and marketing product plan to support and generate commercial revenue and member engagement. |

|  |  |
| --- | --- |
| **Key Accountabilities:**   * Manage a team of product marketers and a telemarketing team and collaborate closely with other departments such as product management, sales, and design to ensure the successful positioning, promotion, and adoption of our products with our membership and other customers. * Work closely with the Member content and communication & Member services and engagement teams to gain a deep understanding of our products, be at the forefront of new product development, defining goals and metrics for product launches whilst being the conduit between product, market research and sales, marketing and our customers and prospects. * To oversee the implementation of integrated marketing campaigns by setting marketing objectives, developing go-to-market strategies and crafting messaging and positioning to drive awareness, customer acquisition, retention and revenue growth and improve member experience and engagement within our core member products, including Premium membership (Sections), LS Learning and Conferences. * To balance the delivery of strategically important marketing of our commercial business units, whilst being integral to the brand and the communication of the member offer and value proposition. Delivering on-brand, lead-generative content-led campaigns and marketing plans, which deliver increased revenue opportunities for the Law Society, alongside promoting awareness and engagement of our member offer. * To work in close co-ordination with the Commercial Marketing Lead to maximise opportunities to generate revenue and cross-sell and upsell products to our membership and other customers through our integrated campaigns. * To translate our value proposition of our products into compelling messages for customers, prospects and internal stakeholders in order to shape our product offering and ensure consistency of messaging and communication. * To create benefits-led messaging for our membership to fully understand the value of being a Law Society member and all it has to offer. Working with member engagement and market research teams help inform thinking within marketing plans and content that ensures our members perceive the Law Society as the go-to place for support, networking and lifelong learning and they choose to be members because of what we do to enhance the profession and their business interests whilst maintaining relevance. * Developing member user and buyer personas to gain a more-in depth understanding of our customer segments and what drives them. * Working with our sales teams on articulating the products’ benefits to prospects, particularly in LS Learning. * Working in alignment with the Web Management team to ensure all digital and social opportunities for LS and Commercial partner products and services are maximised in terms of revenue and awareness. * In conjunction with the Commercial Marketing Lead, Marketing Web management team and the Member Communications & Content team provide holistic, joined-up reporting and metrics on campaigns and performance of products and services to translate data into actionable strategies that amplify their growth. | |
| **Knowledge, skills and experience**  **Essential:**   * Significant experience (5 years+) in a B2B marketing role at a similar level or above * Line management experience and ideally with similar sized teams * Strong digital marketing skills and knowledge of digital channels and technologies that deliver marketing objectives * A proven track-record in demand generation and running integrated, multi-channel campaigns to multiple audiences simultaneously, blending paid media, organic, social, and email to produce high-quality leads * Excellent collaborative skills and ability to work with multiple teams and departments across the business * Good verbal and written communication skills to create engaging copy and capture unique stories that help sell our membership products * Excellent market research skills and the ability to gain insight into members’ needs and experiences * Solid understanding of data and associated systems and implications * such as GDPR, data sharing agreements, CRM capabilities and * customer profiling * Accurate analytical skills for evaluating and discovering effective marketing strategies * Strong planning and organisation skills with proven ability to multi-task  and handle several projects simultaneously. | **Desirable:**   * Good copywriting skills with demonstrable content planning and execution skills * Ability to oversee, plan and create engaging multimedia content for social/video platforms * Proficiency in social campaign planning, reporting, and evaluation * Legal knowledge * Experience of managing budgets |