

## Product 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.
- 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 activity.
- 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 creating and delivering marketing campaigns 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:

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