**Digital Marketing & Project Executive**

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| **Job purpose:** As digital marketing and project executive you will play an important role in growing our online commercial reach and promoting a compelling member offer across our digital estate. Your digital SEO skills, hands-on approach and project management will help continuously improve the Law Society’s online presence and maximize the potential of new opportunities . |
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| **Key Accountabilities:*** Function as the Web Team’s SEO expert, monitoring and reporting on search trends and SEO performance, working with the SEO agency and being the first point of call to respond to stakeholders’ inquiries.
* Collaborate effectively with a broad range of colleagues, seeking out internal expertise and ensuring perspectives and points are considered
* Support the web estate’s digital solutions.  You will have shared accountability for the operational running of these solutions and will be working together with internal stakeholders to carry out change requests
* Identify, track, and analyse important SEO metrics that affect commercial performance. Identify and prioritise new improvement initiatives and ensure SEO is prioritised in new initiatives
* Support the digital advertisement solutions for the web estate, including product, partner, and automated advertising using platforms like Google Ad Manager.
* Provide meaningful reporting to key stakeholders on the commercial performance of the web estate, proactively making sound and well considered recommendations
* Explore, recommend and facilitate user centric and commercial optimisation of existing web pages and customer journeys, considering our appeal to broad and diverse audiences
* Identify and execute relevant operational digital marketing activities, such as periodically publishing new events on relevant areas on our web estate
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| **Knowledge, skills and experience****Essential:*** Proven track record of championing customer centricity and commercial mind-set within a digital context

 * Understanding of SEO metrics and key performance indicators, with proficiency in relevant tools and marketing software (such as Semrush, Screaming Frog, Google Analytics , Google Ad Manager, and other industry-standard online marketing platforms)

 * Ability to successfully develop and manage a project schedule and work plan to ensure delivery objectives are met

 * Demonstrable ability to work effectively with different departments and roles across the organisation, showing exemplary stakeholder management and communication skills

 * Ability to manage and synthesize data from multiple sources into a meaningful story and commercially relevant information

 * Demonstrable experience with digital product development and delivery

 * Willingness to learn, be hands on and show a growth mind-set

 * Experienced and confident user of Microsoft products (Excel/Powerpoint)

 * Proactively contribute to creating an inclusive environment that is respectful and welcoming

 * Ability to manage own wellbeing during challenging periods of work, with the support of the Law Society as appropriate
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| **Desirable:*** Familiarity with content management systems (such as Sitecore or Webvision)

 * Ability to formulate and run A/B or multivariate testing of new webpage or journey improvement ideas.
* Experience with/willingness to learn basic programming in HTML and CSS
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