

Marketing Intelligence Executive

Job details	
Directorate:	Membership and External Affairs
Department:	Product Marketing
Team:	Marketing and Operations
Grade:	Career Professional B
Reports to:	Marketing Intelligence Manager
Line management responsibilities:	No
Location:	London

Role overview

The Marketing Intelligence Executive manages delivery of customer acquisition and retention activity, systematically capturing information and insights from across the Law Society's professional community.

The role provides operational delivery, gathering insights through direct contact with solicitors, partners, customers and wider stakeholders across the legal profession, as well as coordinating with internal teams to provide feedback from multiple sources.

Working closely within the marketing intelligence team, the role ensures effective insights are captured through all interactions—including events, telephone calls, and written communications—providing high quality, accurate, and consistent reporting that helps to inform wider activities and projects.

The Marketing Intelligence Executive demonstrates a clear understanding of member needs, with proficient knowledge of customer motivations and barriers to engagement. By assessing customers feedback on Law Society services and events, and reasons for renewal or cancellation, they provide a high level of customer service as a front-line touch point for the Law Society.

Demonstrating effective communication and proactive relationship building, the role collaborates with the wider marketing team and colleagues across the organisation at all levels, ensuring that insights captured benefit all departments.

Core duties of the role:

The post holder will:

- Proactively deliver all aspects of the Marketing Intelligence Executive role to a high standard, including successfully managing own workloads and priorities.
- Collaborate effectively with a broad range of colleagues to gather, record and effectively report on well informed marketing insights.
- Maintain an excellent understanding of customer behaviours and approaches for engaging audience segments, working closely with colleagues across departments to ensure professional and quality customer support is provided to a range of audiences.
- Maximise professional in-person and online engagement with solicitors, customers, law firms and the wider legal professionals, through phone calls, emails and events, acting as a brand representative of the Law Society to create a positive user experience.
- Use a variety of tools such as CRMs, call sheets, and tracking systems to proactively gather and accurately record information and data.
- Deliver quality standards for data records, ensuring the maintenance of auditable, secure, and confidential records so that data is accurate and applicable for reporting, decision-making, and compliance.
- Provide general support to the Marketing Intelligence Manager with identifying improvements for customer acquisition and retention activities.
- Proactively contribute to supporting a respectful and welcoming work environment.

Skills and attributes:

Criteria (knowledge, skills and attributes)	Assessment stage
Effective interpersonal skills with the ability to communicate clearly and professionally with people at all levels.	Interview
Experience of effectively managing and planning own workload in a busy and complex environment.	Application Form
Demonstrable experience of working successfully in a membership, marketing or events environment.	Application Form
Highly organised with strong attention to detail, accuracy, and record-keeping standards.	Application Form
Strong written communication skills, including clear, accurate reporting and professional email communication.	Application Form
Experience of working with systems and data-handling skills, such as CRM, tracking tools, and Excel-based reporting.	Application Form
An understanding of, and commitment to, equality, diversity and inclusion.	Application Form
Confident and able to communicate with people at all levels and backgrounds.	Interview
Excellent attention to detail with the ability to work to deadlines, manage competing priorities, and adapt plans under pressure.	Interview
High standards of professionalism, confidentiality, and integrity.	Interview
A proactive and well considered approach to problem solving.	Interview
Ability to successfully manage own wellbeing during busy and challenging periods of work, with the support of the Law Society as appropriate.	Interview
Ability to adapt well to change and ambiguity.	Interview

Organisational chart

