

## Membership Communications Executive (G)

**Job purpose:**

The Member Communications Executive is responsible for the delivery of member-facing communications campaigns, ensuring that members receive a high-quality, tailored and consistent experience. The role includes developing engaging and impactful messages (delivered to segmented audiences); producing valuable and timely communications shared across web, email and social channels; and the successful delivery of other membership communications projects.

**Key Accountabilities:**

- Together with the Membership Communications Manager, create and deliver membership communications strategies, plans and campaigns.
- Work with the Membership Communications Manager on the communications planning process, including keeping the company-wide editorial calendar up to date.
- Liaise with internal stakeholders to understand communications and content objectives, advise on plans and develop messaging that forms the basis of audience-centric materials that maximise engagement.
- Support the planning, creation, delivery and review process for member-focused campaigns and projects that aim to build awareness of our member offer and demonstrate the value that membership of the Law Society brings.
- Create engaging, impactful and effective written and visual content to promote strategic objectives, promoted through a range of different channels, including social media, website and email newsletters.
- Drive forward and manage projects that address business and member needs, as required.
- Manage membership communications channels (incl. monitoring and responses) in line with brand and tone of voice guidelines.
- Monitor, collate and present data on the performance of communications channels, making recommendations to improve engagement where necessary, including segmenting by target groups.
- Ensure all communications planning and publishing deadlines are met and accurately reflects the scheduled communications plan.
- Support the wider Membership Communications and Content team as required.

<p><b>Knowledge, skills and experience</b></p> <p><b>Essential</b></p> <p>Professional experience</p> <ul style="list-style-type: none"> <li>• Able to demonstrate substantive experience in a similar role</li> <li>• Planning, managing and executing integrated multi-channel communications campaigns that deliver meaningful results</li> <li>• Ability to draft messages that form the basis of audience-centric written and visual communications for a large, segmented audience</li> <li>• Experience of using email marketing communications packages and templates</li> <li>• Experience of working and negotiating with internal stakeholders and building strong working relationships</li> </ul> <p>Personal skills</p> <ul style="list-style-type: none"> <li>• Excellent communication skills, including the ability to write clearly and effectively</li> <li>• Highly collaborative with ability to work closely with colleagues at all levels across the business</li> <li>• Self-motivated, flexible, proactive and positive attitude</li> <li>• Ability to respond well to change and adapt to changing circumstances</li> <li>• Strong organisational skills including the ability to multi-task and manage competing priorities</li> </ul>	<p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Educated to degree level</li> <li>• Previous experience of working in a similar role at a membership, trade or regulatory body</li> <li>• Experience of using social media channels incl. awareness of best practices, techniques and platforms</li> <li>• Experience of working with databases including extracting, segmenting and presenting data</li> <li>• Experience of using a website CRM to add, update and maintain digital content</li> <li>• Experience of using Adobe design software such as Photoshop</li> <li>• Knowledge of the legal profession</li> </ul>
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