



Legal Sector Engagement Adviser Wales

Job purpose:

Responsible for coordinating and delivering a programme of member and stakeholder engagement across Wales that delivers increased brand awareness and satisfaction with the member offer, specifically in a Welsh context.

Key Accountabilities:

- Lead on the delivery of a coordinated engagement programme for members and stakeholders that is tailored to the specific needs of those who operate in the legal sector in Wales
- Maintain a good understanding of key issues impacting the legal profession in Wales by engaging with members and colleagues across the Law Society
- Promote awareness of specific Welsh members issues within the Law Society, utilising these to develop the member offer and engagement plans
- Use member behavioural trends, insights, and information to plan, personalise and tailor the member experience offer to key membership groups
- Regularly review and report the progress of all engagement activity against work plans and objectives set by the Head of Wales
- Work collaboratively with colleagues within the Wales office and across the Law Society on a broad range of issues to include events management, communications and social media activity
- Prepare and present high-quality papers to the Wales Board and other Boards and Committees of the Law Society as required
- Effectively participate in discussion forums which assist to identify the business needs of solicitors in Wales
- Maximise the profile of the work and achievements of the Wales Office both internally and externally by contributing stories and other content to the relevant communications team
- Develop and maintain effective relationships with all active local law societies across Wales, including attending all local Law Society meetings either in person or online, including re-establishing local law societies where they have become moribund
- Develop and grow strong relationships with junior lawyers and university law societies across Wales
- Utilise the database of member firms in Wales to ensure effective and meaningful contact is made over the next 24 months

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Knowledge, skills and experience

Essential

- Demonstrable experience of developing successful membership engagement campaigns
- Awareness of influences and issues affecting legal services across the jurisdiction and the distinct needs of Wales
- Ability to build and maintain effective working relationships with colleagues across the Law Society, as well as with office holders and members
- Willingness to attend out of hours events from time to time
- A full and clean eligible driver's licence and the flexibility to travel extensively by car across Wales to visit external partners and stakeholders
- Own vehicle that is legally compliant with MOT, tax and insurance requirements
- Ability to build and maintain effective working relationships with a wide range of external stakeholders at all levels and to be a credible representative of the Law Society
- Understanding of the different devolved political operating environment, process and institutions
- Apply a collaborative and constructive working style
- Self-motivated and an ability to work at pace with minimal supervision
- Ability to plan and produce high quality work to deadlines, both independently and as part of a team
- Ability to deal with proactive and reactive work and to take on new priorities as they arise
- Constructive, balanced and positive approach to work that exemplifies the Law Society's values
- Ability to effectively manage wellbeing during busy and pressured moments at work, with support from the Law Society as appropriate
- A proactive approach to supporting a respectful and welcoming environment at the Law Society
- Excellent written communication skills, including the ability to clearly and concisely reflect complex issues
- Excellent presentation and organisational skill

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Desirable

- Educated to degree level or equivalent experience
- Demonstrable experience working in membership services and engagement
- Awareness of influences and issues affecting legal services across the jurisdiction and the distinct needs of Wales
- Experience of developing successful membership engagement campaigns

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