

Tele-Marketing Executive

Job purpose: To act as the Law Society's representative when informing members, by telephone and email, about our product and services, the opportunities available, and persuading them to sign-up or purchase. To be responsible for sections revenue of over £700k / annum as part of a team and to act as an ambassador for the organisation and gain feedback and insight from members as a first line of response.

Key Accountabilities:

- To understand the various premium membership offers and commercial propositions available to members and develop scripts and copy to interact professionally with members by phone and email to explain the benefits and convert them to purchase.
- To sell the premium memberships.
- To make contact with current, lapsed and prospective subscribers for our premium membership groups to encourage them to sign up or renew their premium (section) membership - predominantly through phone calls and followed up by email.
- To offer solutions for firms where multiple memberships are requested.
- To record the outputs of the interactions on CRM / database systems and re-contact when necessary.
- To develop plans working with other Law Society engagement teams to create campaigns which promote the wider set of Law Society products and services, from events to learning to books.
- To gain feedback from members by phone on their experience with our products and services and other insights into their experience as a solicitor/within law firms / the legal sector and issues and opportunities within the profession.
- Be the key contact from the Law Society to engage members to provide book reviews / input to surveys, etc.
- Provide feedback and insight received from members to the wider business in a structured and coherent way.
- Generate weekly reports showing call outcomes and estimated £ conversion rates.
- Ensure that knowledge of products and services is always up to date.
- Liaise with internal customers such as Events, Futures and Insight, Marketing and Member Engagement to develop effective campaign plans.

<p>Knowledge, skills and experience</p> <p>Essential</p> <ul style="list-style-type: none"> • Effective interpersonal skills and positive outlook • Experience of interacting directly with customers / members • Customer service / telesales / volume calling experience • Excellent confident, articulate and persuasive telephone manner • Excellent email writing skills • Ability to consistently work to deadlines and to cope with levels of pressure • Ability to learn new propositions in a swift and adept manner • Ability to switch projects and sales approach required at short notice • Ability to manage and input to CRM technology • Hard worker, proactive and enthusiastic • Ability to use own initiative, to think quickly • Good business acumen • Good PC skills particularly in Excel and attention to detail with strong administrative skills • Numerate - able to quote prices and calculate project revenues 	<p>Desirable</p> <ul style="list-style-type: none"> • Training including influencing and persuading • Experience of the legal sector • Experience of both repeat and new business canvassing • Experience of selling events and other membership services
<p>Personal skills</p> <ul style="list-style-type: none"> • Confident and able to communicate with people at all levels from all backgrounds • Experience of prioritizing and effectively managing workload • Team player - collaborative with ability to work closely with colleagues at all levels from various disciplines across the business • Self-motivated, energetic, flexible, with a 'can-do' and positive attitude • Ability to respond well to change and adapt to fluid circumstances 	<p>Organisation Chart</p>
<p>Dimensions Reports to: Marketing and Operations Manager (currently Head of Marketing)</p>	

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Location: 113 Chancery Lane, London and remote.	
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