**Brand and Communications Assistant**

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| **Job purpose** |
| The Brand & Membership Communications Assistant is responsible for producing, reviewing and distributing written and visual brand and communications content for a variety of channels, being the first point of contact and coordinating activities, providing general administrative support for the Brand team, enabling the effective delivery of projects and campaigns. |

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| **Overview** | **Team and line management responsibility** |
| Location: hybrid working split between 113 Chancery Lane and home | Department: Member Communications & Content  Line management: this role does not have line management responsibility |

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| **Key accountabilities** | |
| * Create and develop effective written and visual content, promoted through a range of different channels, to build awareness of the Law Society’s offer, value and purpose with a range of audiences, increasing positive perceptions and engagement. * In collaboration with the wider team, manage membership and corporate communications channels (including scheduling, monitoring and responding) in line with brand and tone of voice guidelines. * In collaboration with the Brand Executive, manage the effective use and development of the image library, supporting colleagues to adhere to processes, arranging photography and using imagery in an impactful way. * Proof-read, sub-edit and summarise copy for websites, social media and newsletters, ensuring consistency of key messages and relevance to audiences. * Support the development and implementation of a message bank, driving forward opportunities to engage teams in its benefit and use. * Manage enquiries and the creative briefing process with internal colleagues and external suppliers, to deliver engaging outputs while ensuring consistent application of the brand. * Manage effective administrative processes for the Brand team, including meeting schedules, compliance with finance and purchase order processes, overseeing designated inboxes and managing data and reporting. * Monitor, collate and present data on the performance of the brand and relevant communications, including summarising statistics and campaign performance reports. * Instigate opportunities to collaborate with internal stakeholders on brand and communications strategies, such as developing FAQs, highlighting brand guidelines and key messages via relevant staff channels. * Provide event management support by managing relevant logistics, such as creation of brand materials, coordinating key messages and liaising with suppliers. * Develop and maintain a digital filing system for the Brand team, ensuring accurate naming conventions and organisation of information. * Assist and deputise for the brand and communications executives, picking up ad hoc requests when needed. * Supporting the wider Membership Communications and Content team, as required. | |
| **Knowledge, skills and experience**  **Essential**  Professional experience   * Excellent communication skills, including the ability to write clearly and effectively. * Experience of brand management and application of a brand. * Experience of proof reading and editing copy for a variety of channels. * Experience of supporting a busy communication team to deliver effective and engaging projects and campaigns. * Ability to effectively use Microsoft Office software, particularly Outlook, Word, SharePoint and PowerPoint. * Ability to create engaging copy and produce visual communications. * Ability to collaborate effectively with colleagues and external partners. * Understanding of brand accessibility.   Personal skills   * Highly collaborative with ability to work closely with colleagues at all levels across the business and build positive working relationships. * Self-motivated, flexible, proactive and positive attitude. * Ability to respond well to change and adapt to changing circumstances. * Strong organisational skills including the ability to multi-task and manage a wide range of competing priorities under pressure. | **Desirable**   * Experience or knowledge of using digital channels including awareness of best practices, techniques and platforms. * Experience or knowledge of working with databases including extracting, segmenting and presenting data. * Experience of using Adobe design suite, such as InDesign and Illustrator. * Experience working in a Membership of professional bodies. |