

Communications and Content Assistant

Job purpose

The Communications and Content Assistant is responsible for producing resource content and communications outputs and providing general administrative support for the Strategic Communications Team. They create, publish and distribute communications to be shared across web, email and other channels; maintaining and monitoring processes that support the delivery of communications projects and campaigns.

The work of the Communications and Content Assistant will enable three sub-teams to achieve their individual and shared objectives. They will support:

- the Content Design team to produce and manage resource content and further increase our reach and impact through email newsletters
- the Strategic Communications team to coordinate long-term and reactive projects, create strong narratives and deliver communication outputs
- the Section Content team to produce specialist subscription-only content for print magazines and email newsletters

Overview	Team and line management responsibility
Manager: Content Design Manager	Department: Membership Communications and Content
Grade: Career professional - B	Team: Strategic Communications
Location: hybrid working split between 113 Chancery Lane and home	Line management: this role does not have line management responsibility

Key accountabilities

- Create written and multimedia content for the Law Society's corporate website, in collaboration with the Content Design Manager, subject matter experts and other key colleagues across the organisation
- Support the wider Strategic Communications team with creating content and communications outputs on strategic priority issues, including proofreading, copyediting, subediting and summarising copy
- Make sure all content and communications outputs consistently meet house style, tone of voice and brand standards, and go through the correct review and approval processes
- Use content management systems (CMS) to build a range of content and landing pages, using a combination of rich text and what you see is what you get (WYSIWYG) interfaces, hypertext markup language (HTML) and cascading style sheets (CSS)
- Publish a range of digital content (including short-form and long-form resources, thought leadership, and news and features) using CMSs, making sure content is accurate, relevant, discoverable, accessible and signposts to relevant resources
- Publish digital magazine content using CMSs, making sure print content is optimised for digital publishing through search engine optimisation (SEO)
- Work collaboratively with colleagues across the organisation to maintain existing content and webpages, including scheduling reviews, analysing engagement data, unpublishing, archiving and redirecting
- Monitor, collate, analyse and present data on the performance of digital content and communications campaigns, including pulling together summaries of statistics and campaign performance reports during key phases of strategic communication campaigns
- Monitor, collate, analyse, action and respond to feedback and questions from website users, including Law Society members and members of the public
- Support the creation and production of targeted email newsletters using professional email management systems (EMS), including data extraction, de-duping data and newsletter proofing
- Develop your understanding of our members and other key audiences by working with other departments and routinely conducting your own research
- Proactively develop your understanding of content and communications best practice

- Provide administrative support for the team, including arranging meetings, raising and tracking purchase orders, keeping records up to date, tracking actions, circulating information and managing email inboxes
- Act as a Digital Hero for the department and improve and maintain a digital filing system
- Work in a smooth and effective way to deliver high-quality work within tight deadlines
- Support the team in the smooth delivery of projects and campaigns, and support the wider Membership Communications and Content department, as required

Knowledge, skills and experience

Essential

- Experience in content writing, copyediting and proofreading
- Experience publishing digital content using CMSs
- Experience using Microsoft Office software, particularly Outlook, Word, Excel and PowerPoint
- Excellent attention to detail
- Excellent written and verbal communication skills, including the ability to write clearly and effectively
- Demonstrable experience working in a busy professional environment
- Highly collaborative with ability to work closely with colleagues at all levels and build positive working relationships
- Self-motivated, flexible, proactive and positive attitude
- Ability to respond well to change and adapt to changing circumstances

Desirable

- Understanding and experience of HTML for webpage layout and CSS for webpage styling
- Experience using Sitecore CMS
- Experience using Webvision CMS
- Experience using Concep EMS
- Awareness of digital publishing best practice around content useability, findability and accessibility
- Experience using graphic software such as Infogram or Canva
- Experience using digital analytics tools (such as Google Analytics) to produce reports
- Knowledge of the legal profession
- Experience at a membership, trade or regulatory body