

# Senior Commercial Marketing Executive

**Job purpose:** Develop and deliver creative, customer-centric campaigns to drive revenue for the Law Society's commercial products and services. Identify opportunities for greater success working alongside the Communications, Engagement, Events, Partnerships and Sales teams to build a deep understanding of our audiences, products and services. Develop compelling content and use multi-channel marketing strategies to continuously improve engagement, enhance brand perception, and provide value to members whilst elevating the customer experience.

## Key Accountabilities

**Partnerships programme campaign development & delivery:** Develop and deliver innovative marketing campaigns to promote the Law Society's commercial partnerships, using data-driven insights to track and optimise outputs within agreed budgets and deadlines.

**Commercial partner awareness & lead generation:** Work with the Events, Engagement, Partnerships and Sales teams to develop and execute brand awareness and lead generation campaigns for specific commercial partners to fulfil their partnership deliverables, including tracking and reporting impact to drive engagement and sales, and building strong relationships with clients' teams to deepen the value of partnerships.

**Social media planning & execution:** Prepare and execute marketing content for social media channels, ensuring they align with strategic priorities while identifying opportunities for content optimisation through insights, testing, and innovation.

**Line management:** Line manage, coach, and develop the Commercial Marketing Officer, ensuring their work aligns with overall product team objectives.

**Stakeholder management:** Build and maintain strong relationships with internal and external stakeholders, ensuring seamless collaboration across teams.

**Marketing collateral:** Create clear, detailed briefs for marketing collateral, ensuring adherence to brand guidelines and messaging standards. Work with internal teams and external agencies to produce high-quality content across digital and traditional channels.

**Project & campaign support:** Support the team with the smooth delivery of projects and campaigns, taking on ad hoc work in line with the post level.

**Data, tracking & reporting:** Use analytics tools to extract, track, and report on campaign performance, ensuring marketing activities are data-driven and develop testing models and insights to improve campaign effectiveness.

**Brand consistency & quality control:** Ensure all marketing outputs meet house style, tone of voice, and brand standards while maintaining high-quality control processes for all deliverables.

## Knowledge, skills and experience

### Essential

- Significant experience in a b2b digital marketing role at a similar level or above.
- Significant experience in managing external client relationships and delivering marketing activity for clients.
- Experience developing compelling socials-first marketing content.
- Strong planning and organisation skills with proven ability to multi-task and handle several projects simultaneously.
- Experience of working in a fast-paced environment with accountability for delivering campaigns on time and on budget.
- Experience collaborating closely with a Sales Team.
- Excellent written communication skills.
- Fluent in Microsoft office suite.

### Desirable

- Experience of line management.
- Degree level educated or equivalent.
- Experience using a CRM database.
- Experience managing design agencies or designers and production agencies/production staff.
- Knowledge of either the legal sector or experience of working for a membership organisation.
- A marketing qualification e.g. CIM, IDM, CAM or other recognised professional post-graduate qualification or related experience.