

## Product Marketing Manager

**Job purpose:**

Deliver strategies to enable creative, customer-centric, data-informed campaigns that promote the Law Society's products and services. Collaborate with a range of stakeholders to overcome barriers and embed positive ways of working; build team understanding of best practices; oversee activity across a range of channels to increase reach, build awareness, generate leads, and elevate the customer experience for individual products and services.

**Key Accountabilities:**

- Manage, coach, and develop a team of five, including direct management of two Marketing Executives and one Senior Marketing Executive, as well as coaching and supporting three Telemarketing Executives and a Marketing Assistant, to help them achieve their potential and deliver high-quality, customer-centric, data-informed product marketing campaigns.
- Deliver marketing strategies for the Law Society's products, integrating member benefits and value propositions, setting KPIs, and executing on-brand, lead-generative, content-led campaigns that drive revenue growth, improve market penetration, and promote engagement with our product offerings.
- Continually evolve Product Marketing's ways of working, collaborating with team members and stakeholders to streamline processes, increase visibility and transparency of marketing activity, and embed innovative approaches to campaign execution.
- Lead on marketing campaigns for multiple high-priority products, collaborating with internal stakeholders and external partners to deliver measurable outcomes, including increased product awareness, engagement, and lead generation.
- Lead Product Marketing's digital and content activity, working closely with stakeholders who manage digital channels to secure promotion opportunities. Facilitate the development of content pipelines, ensuring creative, engaging, and targeted materials that meet campaign objectives across owned, earned, and paid channels.
- Collaborate with product owners and relevant stakeholders to ensure alignment of product messaging and go-to-market strategies with the overall objectives of the Law Society. Support the team in executing integrated campaigns that showcase the unique value of products and services.
- Work closely with the Member Content and Communication and Member Services teams to ensure consistency of messaging and communications, delivering a unified customer experience across all touchpoints.
- Ensure the team delivers high-quality work within tight deadlines, maintaining visibility, transparency, and consistency of outputs across all product marketing campaigns.
- Provide support for the smooth delivery of product marketing campaigns, taking on ad hoc work aligned with the level of the post and contributing to team success.

**Knowledge, skills and experience**

Essential:

- Significant experience in a B2B marketing role at a similar level or above, ideally with a focus on product marketing or go-to-market strategy.
- Proven experience managing, coaching, and developing team members to deliver high-quality results and achieve their professional potential.
- Strong digital marketing skills and knowledge of digital channels and technologies that achieve marketing objectives.
- A proven track record in planning and delivering integrated, multi-channel product marketing campaigns, using owned, earned, and paid media to build awareness, generate, and convert leads.
- Ability to manage multiple internal and external stakeholders up to senior management level.
- Solid understanding of data and associated systems, including GDPR, CRM capabilities, customer segmentation, and profiling.
- Experience working with creative and media agencies to deliver campaigns on time, on-brand, and within budget.
- Strong organisational and planning skills, with the ability to prioritise and manage multiple projects simultaneously.
- Excellent written communication skills, including copywriting and messaging development.

Desirable:

- Experience managing people who also have line management responsibilities.
- Experience working on high-value product partnerships or collaborations.
- Experience in the legal industry or a similar professional services environment, with an understanding of the challenges faced by target audiences.
- Experience developing visual content, including video and imagery, to support product marketing initiatives.
- Educated to degree level or equivalent.
- Professional marketing qualifications, such as CIM certifications.

Commented [EM1]: educated to degree level would be preferred