

## Digital Communications Assistant (E)

<b>Job purpose</b>	
<p>The Digital Communications Assistant is responsible for producing written and visual content, being the first point of contact for our online community - monitoring and responding to comments and questions from our members and providing general administrative support to the Digital Communications team. They create and distribute targeted communications to be shared across web, email, and social media channels; maintaining and monitoring processes that enable the delivery of communications projects and campaigns.</p>	
<b>Overview</b>	<b>Team and line management responsibility</b>
Grade – E	Department – Member Communications & Content
Location – Hybrid working arrangement split between 113 Chancery Lane and home.	Line management - None
<b>Key accountabilities</b>	
<ul style="list-style-type: none"> <li>• Produce written and visual content for the Law Society’s corporate website and social media channels that aim to build awareness of our member offer and demonstrate the value that membership of the Law Society brings.</li> <li>• In collaboration with the Social Media Manager, lead and implement interactions with our online community, including monitoring direct messages, tags, and comments across our social media channels and responding in line with our community management guidelines</li> <li>• Work with the Brand team and social media manager to develop, update, and use our social media tone of voice, including how this may differ between platforms such as LinkedIn and TikTok</li> <li>• Edit, summarise and repackage our web content into easy-to-read and fun social content, creating new graphics and videos where needed.</li> <li>• Support our team with video production for social media and web content, including filming, interviewing members, and editing footage for our online channels</li> <li>• Source inspiring content ideas from legal figures, influencers, and organisations on social media and share with the team each week</li> </ul>	

- Explore and drive forward opportunities to collaborate with internal stakeholders on community management practices like developing FAQ's, creating video responses to questions, and using social listening to find and develop new content opportunities.
- Providing administrative support for the team, including arranging meetings, raising purchase orders, keeping records up to date, tracking actions, circulating information, reaching out to members to help us share new content, and managing email inboxes
- In collaboration with colleagues across the Digital Communications team, creating engaging, impactful and effective written and visual content to promote our member products and services through a range of different channels, including social media, website, and email newsletters
- Proof-reading, sub-editing and summarising copy for websites, social media, and newsletters
- Working with the wider team to schedule content across our communications platforms.
- Monitoring, collating, analysing and presenting data on the performance of communications channels, including pulling together summaries of statistics and campaign performance reports
- Improving and maintaining a digital filing system for the Digital Communications team
- Supporting the wider Membership Communications and Content team, as required

Knowledge, skills, and experience	
Essential	Desirable
<b>Professional experience</b> <ul style="list-style-type: none"> <li>• Experience of producing engaging copy and visual communications, such as photos, videos, and graphics.</li> <li>• Experience of editing and publishing digital content such as social media posts or online blogs</li> <li>• Experience with using Microsoft Office software, particularly Outlook, Word, Excel and PowerPoint</li> <li>• Understanding of communications best practice, including social media trends, email marketing techniques and blog styles</li> <li>• Excellent communication skills, including the ability to write clearly and effectively</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of supporting a busy communications team to deliver campaigns that deliver meaningful results</li> <li>• Experience or knowledge of using social media channels incl. awareness of best practices, techniques and platforms</li> <li>• Experience of using Canva or Adobe design software such as Photoshop</li> <li>• Membership of professional bodies, such as Chartered Institute of Public Relations or Chartered Institute of Marketing</li> </ul>

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| <ul style="list-style-type: none"><li>• Demonstrable experience working in a busy professional environment</li><li>• Highly collaborative with ability to work closely with colleagues at all levels across the business and build positive working relationships</li><li>• Self-motivated, flexible, proactive and positive attitude</li><li>• Ability to respond well to change and adapt to changing circumstances</li></ul> |  |
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