

Brand Marketing Executive

Job purpose:

- Position the Law Society brand in a positive way at all touch points internally and externally.
- To ensure the brand experience for members, stakeholders, influencers and the wider public is positive and represent the values of the organisation of; Clarity, Trust, Respect and Excellence
- Ensure the Law Society brand is consistent and coherent at all touch points, online, face to face; internally and externally.
- Be the Brand Guardian and source of all brand collateral, templates, fonts, logos and design work

Key Accountabilities:

- Manage the day-to-day Law Society design needs with our templated solutions and creative design agency to create impactful consumer campaigns
- Support the internal creative agency function as a 'traffic co-ordinator' for the brand Marketing Manager
- Manage and influence our brand values across our internal and external content and communications teams, ensuring our visual/ verbal identity, tone of voice, guidelines and brand values are consistently adhered to across all Law Society internal and external communications.
- Develop and report on brand KPIs as agreed with marketing leadership
- Play an active role within and contribute to the overall development of the communications directorate
- Be the brand guardian for all brand collateral, templates, social media, fonts, logos and design work

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Knowledge, skills, and experience:

Essential

- Marketing communications and brand management experience
- Ability to understand brand attributes and convey brand values clearly
- Demonstrate the ability to articulate brand requirements and influence across multiple stakeholders
- Organised, with the ability to manage co-ordinated, complex and multiple requirements
- Creative agency liaison and management
- Copywriting, editing and proof-reading skills
- Experience of working as part of a wider marketing and brand team to deliver quickly and efficiently when necessary or as part of larger more complex projects.
- Excellent verbal and written communication skills
- Hands on experience of both traditional, social and digital marketing and advertising channels

Desirable

- InDesign/ Illustrator design tools
- Editing tools for video
- Social media management tools

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