

## Strategic Communications Manager

<b>Job purpose</b>	
<p>Manage a team of communications professionals to build awareness, engagement and satisfaction amongst members and other key audiences in line with the Law Society’s strategic priorities. This includes co-ordinating both long-term and reactive projects, creating strong narratives and overseeing or delivering communication outputs that change member perceptions around the Law Society’s strategic themes, campaigns and relevant topics/issues.</p>	
<b>Overview</b>	<b>Team and line management responsibility</b>
<p>Department - Membership Communications &amp; Content</p> <p>Manager - Strategic Communications Lead</p> <p>Grade - H grade</p> <p>Location - Hybrid working arrangement split between 113 Chancery Lane and home</p>	<p>Line management currently consisting of two Communications Executives.</p>
<b>Key accountabilities</b>	
<ul style="list-style-type: none"> <li>• Work with the Strategic Communications Lead to develop and implement integrated communications strategies and plans that build engagement with target audiences, and that are aligned with the strategic and commercial goals of the Law Society.</li> <li>• Manage, coach, support and guide the work of the Communications team, ensuring the smooth and effective delivery of outputs in line</li> </ul>	

with individual, team and organisational targets. This will often include effective collaboration with a range of colleagues to meet deadlines.

- Play an active role in the management of the wider department and work closely with other managers to make sure plans and outputs are aligned.
- Lead on the co-ordination of long-term and reactive projects to shift and improve member perceptions of the Law Society and its work on key issues, including bringing together teams from across the organisation, managing centralised plans and ensuring outputs are timely and aligned.
- Lead the planning and delivery of outputs related to our strategic theme priorities, building engagement through the development of creative, tailored and relevant communications and messages.
- Collaborate with campaign managers and stakeholders across the business to make sure members recognise, actively support and feel represented by our influencing work.
- Act as the communications point-person on key issues. Through building expertise and collaborating with subject matter experts and other key stakeholders, you will understand objectives, develop messaging and narratives that improve member understanding and perception of our work, and identify and flag communications opportunities and potential risks.
- Use data, analytics, and other forms of research to monitor the performance of our communications and content, and to inform new ideas and continuous improvement.
- Together with the Strategic Communications Lead, set team objectives and targets that ensure the effective and efficient delivery of the team's performance.
- Guide the department and wider organisation in the continuous improvement of our ways of working and outputs.
- Support the Strategic Communications Lead in the smooth management of the department, picking up ad hoc requests when needed and deputising for where required.

<b>Knowledge, skills and experience</b>	
Essential	Desirable
<p>Professional experience</p> <ul style="list-style-type: none"> <li>• Significant experience in creating effective communication strategies and plans to build engagement.</li> <li>• Significant experience of managing projects, including co-ordinating outputs across different teams.</li> <li>• Able to demonstrate significant experience of identifying and creating compelling communications.</li> <li>• Strong people management skills, with experience of managing team members to continually adapt in a changing environment.</li> <li>• Solid understanding of latest trends and best practice in creating engaging communications for a variety of channels to meet strategic goals.</li> <li>• Outstanding editing, written and verbal communication skills, with solid experience in message creation and narrative development.</li> <li>• Ability to quickly understand complex or technical issues and translate that into engaging and easy to understand communications.</li> <li>• Significant experience of generating insights from data and research and using that to inform decisions.</li> </ul>	<ul style="list-style-type: none"> <li>• Previous experience of working in a similar role at a membership, trade or professional body.</li> <li>• Experience of using Adobe design software such as Photoshop (or similar).</li> </ul>

Personal skills and qualities

- Strong emotional intelligence and interpersonal skills, with the ability to quickly form positive and collaborative relationships with colleagues at all levels.
- Self-motivated, flexible, proactive and positive attitude, with the ability to inspire the same approach in others.
- Ability to respond well to change and adapt to changing circumstances.
- Strong planning, analytical and organisational skills, including the ability to multi-task and manage competing priorities.