

Junior Content Designer

Job purpose

Create, edit, publish and manage high-quality, trusted and practical resource content on campaigns and strategic issues, so Law Society members have the expert and timely information they need to excel in their work. Deliver the content strategy for two of the organisation's campaign-led strategic themes.

Overview

Manager: Content Design Manager

Grade: F

Location: hybrid working split between 113 Chancery Lane and home

Team and line management responsibility

Department: Membership Communications and Content

Team: Strategic Communications

Line management: this role does not have line management responsibility

Key accountabilities

- Support the implementation of the membership communications and content strategy and integrated content plans that deliver on our objectives, increase our impact and extend our reach. Work will centre on campaigns and strategic issues with moderate resource output, complexity and risk
- Create, edit and commission content on strategic priorities, informed by data, insight and collaboration with subject matter experts, campaign managers and senior stakeholders. This will span a range of formats, from practical resources to short-form articles and multimedia content
- Make complex legal, regulatory and policy issues easy to digest, using clear, engaging and accurate language

- Make sure all outputs consistently meet house style, tone of voice and brand standards, and go through the correct processes
- Publish digital content using content management systems (CMS), ensuring it is findable, accessible, measurable, effectively engages target audiences and signposts to relevant resources. This includes curating the content presented on landing pages and other key parts of the digital estate
- Use website traffic and behavioural analytics tools to monitor and act on engagement and inform the development and management of content
- Develop your understanding of our members and other segmented audiences by working with other teams and routinely carrying out your own research
- Proactively identify opportunities for continuous improvement of content throughout its lifecycle, using data and insight to inform editorial decisions on retention, iteration, consolidation and unpublishing
- Optimise content readability and accessibility, informed by content design techniques, industry best practice and digital governance tools
- Keep up to date with best practice in content design, readability and accessibility, adapting and evolving methods as best practice standards develop
- With the Content Design Manager, provide editorial and content planning advice to colleagues across the organisation, including support and training as necessary
- Work in a smooth and effective way to deliver high-quality work within tight deadlines
- Support the team in the smooth delivery of projects and campaigns, taking on ad hoc work in line with the level of the post

Knowledge, skills and experience

Essential

Professional experience:

- Experience creating, editing and publishing digital content for a professional audience

Desirable

- Experience using Sitecore 9.3
- Basic understanding of HTML
- Experience using Google Looker Studio

- Understanding and experience of user-centred design (content design) principles
- Excellent written and verbal communication skills
- Ability to quickly understand complex or technical issues and translate into engaging, easy-to-understand communications
- Awareness of best practice in digital publishing, search engine optimisation (SEO) and digital accessibility
- Experience using content management system (CMS) to create, edit and maintain content and landing pages
- Experience using website traffic and behavioural analytics tools to gain insight into audiences and engagement with content

Personal skills and qualities:

- Strong emotional intelligence and interpersonal skills, with the ability to quickly form positive relationships with colleagues at all levels
- Self-motivated, flexible, proactive and positive attitude
- Ability to respond well to change and adapt to changing circumstances
- Good planning, analytical and organisational skills, including the ability to lead on long-term projects, multi-task and manage competing priorities

- Experience using user behaviour tools like Microsoft Clarity
- Experience using digital governance tools like Silktide
- Knowledge of the legal profession
- Previous experience at a membership, trade or regulatory body