

Membership Communications Manager (H)

Job purpose:

The Member Communications Manager is responsible for creating, managing, and monitoring member-facing communications campaigns, ensuring that members receive a high quality, tailored and consistent experience. The role manages a team responsible for developing engaging and impactful messages (delivered to segmented audiences), and for producing valuable and timely communications that are published across web, email and social channels. Additionally, this role will manage a new company-wide editorial calendar that provides structure and focus to The Law Society's communications

Key Accountabilities:

- Work alongside the Membership Communications Lead to create, deliver and manage membership communications strategies, plans and campaigns
- Manage the communications planning process, including day-to-day management of the company-wide editorial calendar
- Manage the briefing process and liaise with internal stakeholders to understand content objectives and develop messaging that forms the basis of audience-centric materials that maximise engagement
- Support the planning, creation, delivery and review process for member-focused campaigns that aim to build awareness of our member offer and demonstrate the value that membership of the Law Society brings
- Manage direct report(s), providing support and guidance around best practice
- Create engaging, impactful and effective written and visual content for promotion through a range of different channels, including social media, website and email
- Support the team to manage membership communications channels (incl. monitoring and responses) in line with brand and tone of voice guidelines
- Monitor, collate and present data on the performance of communications channels, making recommendations to improve engagement where necessary, including segmenting by target groups
- Ensure all communications planning and publishing deadlines are met and accurately reflects the scheduled communications plan
- Support the wider Membership Communications and Content team as required
- Deputise for the Member Communications Lead and Head of Member Communications and Content as required

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<p>Knowledge, skills and experience</p> <p>Essential</p> <p>Education</p> <ul style="list-style-type: none"> • Educated to degree level (or be able to demonstrate experience of substantial work in a similar role) <p>Professional experience</p> <ul style="list-style-type: none"> • Planning and managing effective communication campaigns that deliver meaningful results • Ability to draft messages that form the basis of audience-centric written and visual communications for a large, segmented professional audience • Experience of using email marketing communications packages and templates • Experience of managing social media channels incl. awareness of best practices, techniques and platforms • Experience of using Adobe design software such as Photoshop • Experience of working with databases including extracting, segmenting and presenting data • Excellent communication skills, including the ability to write clearly and effectively • Wide ranging awareness of relevant best practice and industry trends • Experience of managing or supervising a team. 	<p>Desirable</p> <p>Desirable</p> <ul style="list-style-type: none"> • Previous experience of working in a similar role at a membership, trade or regulatory body • Knowledge of the legal profession • Understanding/experience of digital transformation • Membership of professional bodies, such as Chartered Institute of Public Relations or Chartered Institute of Marketing
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Personal skills

- Highly collaborative with ability to work closely with colleagues at all levels across the business
- Self-motivated, flexible, proactive and positive attitude
- Ability to respond well to change and adapt to changing circumstances
- Strong organisational skills including the ability to multi-task and manage competing priorities

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