

## Brand Management Executive (G)

### Job purpose:

- Position the Law Society with members, stakeholders, influencers and the wider public through influencing strategies and campaigns relating to the product and services offered by the Law Society and its members.
- Ensure the law society brand is consistent and coherent at all touch points.
- Be the brand guardian and source of all brand collateral, templates, fonts and logos

### Key Accountabilities:

- Support impactful consumer campaigns which continually innovate messaging and content and create increased consumer advocacy for solicitor's legal expertise and services.
- Work with other content and communication teams to ensure that brand content is positioned according to agreed brand values, and tone of voice / guidelines.
- Influence our brand values across our internal and external communications ensuring our visual and verbal identity is consistently adhered to across TLS comms.
- Develop assets which educate and ensure tone of voice and identity are used in line with TLS' values and desired brand attributes.
- Manage the TLS brand expenditure to reduce waste and encourage efficiency.
- 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.

### Knowledge, skills and experience

#### Essential

- Significant experience of B2B marketing communications or brand management experience
- Ability to understand brand attributes and convey brand values clearly
- Demonstrable ability to articulate brand requirements and influence across multiple stakeholders
- Organised, with the ability to manage co-ordinated and complex requirements
- Budget setting and management
- Marketing agency liaison and management
- Copywriting, editing and proof reading.

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- 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 and digital marketing channels
- Social media experience, including scheduling content, monitoring responses, policing use of brand, and reporting.

**Desirable**

- IN design / Canva design tools
- Editing tools for video

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