



## Job Title: Content officer (email)

**Job purpose:** The Content officer (email) supports the production, maintenance and continual improvement of Law Society email newsletter content. Ensuring it is accurate, engaging and aligns with other communications.

The role combines solid editorial skills and a good eye for design with an understanding of segmentation and customer relationship management (CRM). They will have experience of developing personalised and automated email marketing that meets the needs of a diverse and discerning audience.

The Content officer (email) must have the ability to network with stakeholders at all levels of a complex organisation and feel confident working towards our goal of improving personalisation in our email communication through automation.

### Key Accountabilities

#### Responsibilities

- Define what “good” looks like for our email newsletters. Audit (25+) existing newsletters and suggest ways to make our communications more efficient.
- Use research and data to define goals and inform future improvements to content and platforms.
- Copyedit, proofread and quality control email newsletter content before publication using Microsoft office tools, Adobe tools and enterprise-level, professional email marketing platforms.
- Publish enewsletter content that is on message, meets brand and visual identity guidelines and drives the strategic priorities of the organisation.
- Ensure email newsletter content is relevant to users, contains suitable imagery, and meets accepted best practices in usability, accessibility and design.
- Align email newsletters with communications on other channels such as the main website, blog or social media.
- Work with CRM, Digital and other relevant teams to ensure email newsletters are GDPR compliant and reach the right audiences, with the right messages, at the right time – ultimately, delivering fewer email newsletters that are increasingly automated and personalised.
- Contribute to a content strategy in support of organisational objectives, including curating and managing online editorial content, and monitoring and acting on engagement metrics.
- Support the production of our largest weekly enewsletter, Professional Update.
- Stay up-to-date with changes in data protection and other relevant legislation, for example General Data Protection Regulation (GDPR).
- Undertake other tasks and duties as may be required, commensurate with the level of the post.



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# Supporting Solicitors



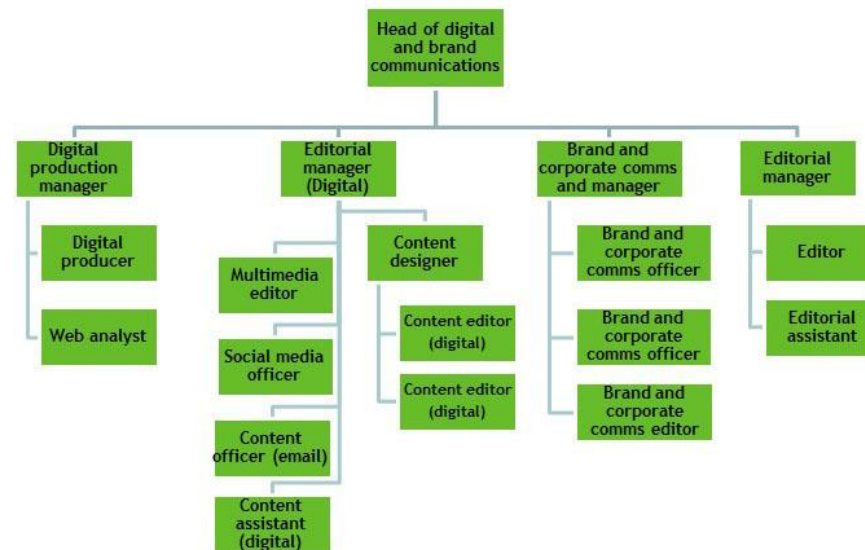
## Knowledge, Skills & Experience

- Significant experience in mass email production (marketing or newsletters) including information gathering, writing, sub-editing and proofreading.
- Strong organisational skills including the ability to multi-task and manage competing priorities.
- Ability to interact with stakeholders at a variety of levels and across functions, who can manage client expectations to ensure objectives are met.
- Understanding of data legislation as it relates to email newsletters.
- Excellent written English, including the ability to write in clear English.
- Experience of producing enewsletters and online corporate communications for a large, segmented professional audience.
- Experience of using online traffic and behavioural analytics tools to produce reports.
- Proficient in HTML and using Adobe Acrobat Professional, Photoshop and Dreamweaver.
- Good relationship-building and interpersonal skills.
- Self-motivated, flexible and proactive attitude.

### Desirable

- Experience of working within professional / membership organisations.
- An understanding of the legal sector and the issues affecting Law Society members

## Organisation chart:





The Law Society

## Supporting Solicitors



- Understanding of the use of digital media to support personalisation
- Experience of Agile working methodologies
- Experience of automated content personalisation

### Dimensions

- Job requires the ability to forward plan and organise own work
- Role sits within the Digital and Brand Communications team and supports functions across other departments – the position requires flexibility, working within matrix-based teams and integrating and aligning plans with internal departments as well as external consultants/suppliers