

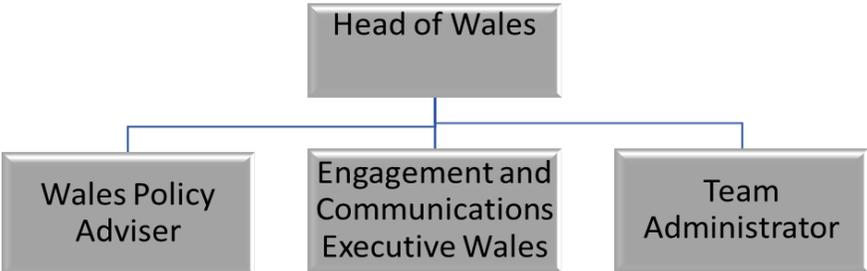
Engagement and Communications Executive Wales

Job purpose: To play a key role in promoting the Law Society's voice in Wales, through the development and delivery of effective communications and strong relations with internal and external stakeholders; represent the Wales Office to its members showing the relevant work it does for the profession and increasing membership satisfaction levels.

Key Accountabilities:

- Lead on the development and delivery of a communications plan in Wales, collaborating with our communications team to develop effective communications tools and messages aligned to our communications strategy and member offer
- Support the development and delivery of Law Society campaigns in collaboration with public affairs and policy
- Support the implementation of the Society's stakeholder engagement strategy
- Develop and manage relationship management database
- Engage with members in Wales including local Law Societies to deliver key messages and to gather feedback and intelligence to inform Law Society policy and advocacy plans
- Organise conferences, roundtables events, receptions, dinner programme for members
- Develop and deliver social media and website activities, working with our digital team to align with the corporate approach
- Draft blogs, papers, reports and case studies for and to promote the profession
- Work with our corporate communications team to ensure maximum engagement in our solicitor brand campaign from Welsh members and maximum exposure for the campaign materials
- Maximise the profile of the work and achievements of the Wales Office within the Law Society by contributing stories and other content to the internal communications team
- Represent the Wales Office at internal meetings, draft updates for Board, Council, Policy and Regulatory Committee and Membership Communication Committees and advise on Wales developments
- Manage membership enquiries and escalate as appropriate
- Work with our corporate press team in London to respond to media enquiries and generate proactive coverage of our work in Wales.

The professional body for solicitors

<p>Knowledge, skills and experience</p> <p>Essential</p> <ul style="list-style-type: none"> • Educated to degree level or equivalent • Ability to work, network and communicate at all levels both within the organisation and externally. • Excellent written skills with the ability to communicate complex issues • Able to work effectively in a fast paced and busy environment • Excellent presentational skills including the ability to use PowerPoint • Excellent project management and organisational skills • Evidence of producing successful social media output • Flexibility to travel extensively and work anti-social hours, attend training & events at short notice • Ability to communicate in both Welsh and English 	<p>Desirable</p> <ul style="list-style-type: none"> • Awareness of influences and issues affecting legal services across the jurisdiction and the distinct needs of Wales • In-depth experience of another communications discipline, such as media, corporate communications or digital communications • A knowledge of the legal sector, and the public policy issues that influence it • Experience of organising high-profile events for political and other VIP stakeholders
<p>Planning & Organising</p> <ul style="list-style-type: none"> • Works with the Head of Wales, colleagues Public Affairs, Policy, Communications and Relationship Management to deliver the agreed annual Wales plan. • Ability to prioritise and to work autonomously • Organise diverse activities to deliver enhanced member satisfaction • Co-ordinate activity with colleagues across the Law Society to ensure that a seamless experience is delivered. • The post holder will need to plan and manage their own workload, working with a high degree of autonomy to lead on projects as delegated by the Head of Wales 	<p>Organisation Chart</p>  <pre> graph TD A[Head of Wales] --> B[Wales Policy Adviser] A --> C[Engagement and Communications Executive Wales] A --> D[Team Administrator] </pre>

The professional body for solicitors