



## Marketing Officer

**Job purpose:** To provide support to the Marketing Communications team to help them implement marketing activities with the ultimate aim of achieving revenue and membership engagement targets.

### Key Accountabilities

To support the Marketing Communications Team in delivering and evaluating marketing as required and as directed by the team's managers. This includes, not exclusively:

- proof-reading
- data manipulation
- research
- analysis
- logistical support.

To ensure that purchase orders are raised promptly and are recorded and that all other administration is up-to-date and accurate. This includes dealing with enquiries from members, colleagues and suppliers in an effective and timely manner.

### Knowledge, Skills & Experience

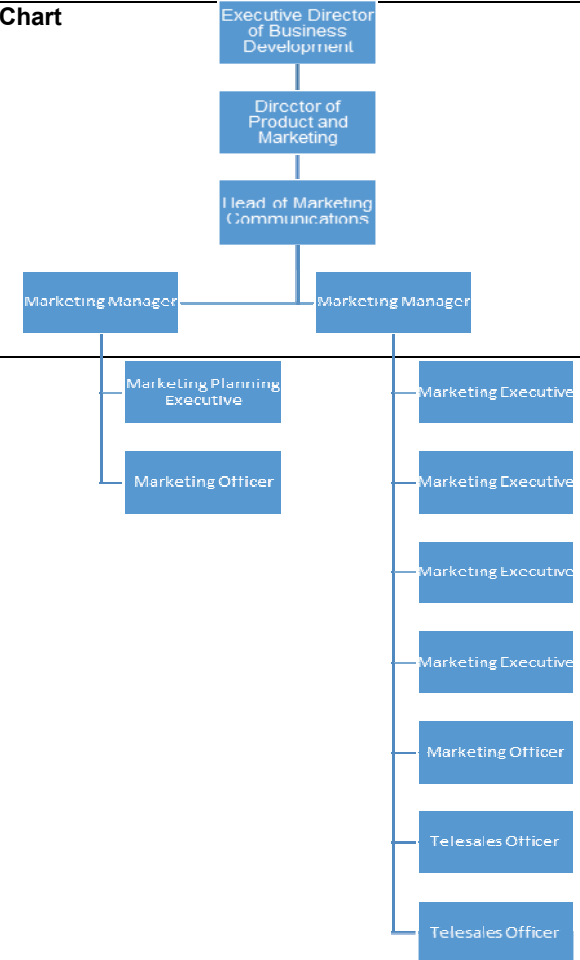
#### Essential:

- Degree level educated or equivalent
- Experience in a b2b marketing role at a similar level or above
- Ability to work flexibly across different areas of work and/or tasks at short notice
- Excellent written communication skills including proof-reading
- Experience of handling and manipulating data primarily through Excel spreadsheets
- Must be able to use Excel proficiently, and be comfortable with Outlook, Word, and Powerpoint
- Experience of direct marketing via direct mail and/or email, including using mailing lists and

#### Desirable:

- Knowledge of either the legal sector or experience of working for a membership organisation
- A marketing qualification e.g. CIM, IDM, CAM or other recognised professional post-graduate qualification or related experience
- Experience of using a marketing email platform
- Experience of digital marketing.



conducting evaluation	
<b>Planning &amp; Organising</b> <ul style="list-style-type: none"> <li>To organise and manage own workload effectively</li> <li>To manage ongoing relationships with the Marketing Communications team, other internal customers, and external suppliers.</li> <li>To extract, prepare and refine data lists as directed</li> <li>To assist Marketing Communications team members in the implementation of marketing plans as directed by the team managers</li> <li>To raise, manage, and file purchase orders and related financial paperwork. This includes dealing with related queries and trouble-shooting as required</li> <li>To manage other marketing related administration as directed by the team managers.</li> </ul>	<b>Organisation Chart</b>  <pre> graph TD     A[Executive Director of Business Development] --&gt; B[Director of Product and Marketing]     B --&gt; C[Head of Marketing Communications]     C --&gt; D[Marketing Manager]     C --&gt; E[Marketing Manager]     D --&gt; F[Marketing Planning Executive]     D --&gt; G[Marketing Officer]     E --&gt; H[Marketing Executive]     E --&gt; I[Marketing Executive]     E --&gt; J[Marketing Executive]     E --&gt; K[Marketing Executive]     E --&gt; L[Marketing Officer]     E --&gt; M[Telesales Officer]     E --&gt; N[Telesales Officer] </pre>
<b>Dimensions</b>	



## Supporting Solicitors



### **Operating environment**

Works independently and across the team with close liaison with other internal departments. Multi-tasking required to manage a variable workload.

### **Financial responsibility**

No direct budget responsibility but must work within budget limits as directed by the line manager. Responsible for raising, managing and filing purchase orders and related paperwork.

### **Data responsibility**

Will initially be shown how to compile, manage, de-dupe and refine mailing lists but must then quickly grasp what is required.

### **Location**

Based in London with very occasional travel to conferences, exhibitions etc.