



Marketing Planning Executive

Job purpose: To shape and deliver marketing campaigns with the aim of building member and customer engagement and achieving target revenue.

Key Accountabilities

- Support the Marketing Manager to build, deliver and evaluate marketing campaigns that maximise return on investment for the Law Society's corporate customers by:
 - Monitoring and analysing marketing channels and user journeys to support optimisation
 - Helping to shape compelling messaging for different target audiences
 - Working with internal and external stakeholders to deliver integrated campaigns within agreed timescales and budgets
 - Reviewing market conditions and Law Society marketing and product activity to identify marketing opportunities.
- Report on:
 - Campaign and other marketing-related metrics
 - Marketing KPIs
 - Revenue and product performance.

Essential:

- Degree level educated or equivalent.
- Significant experience in a b2b marketing role at a similar level or above.
- Strong planning and organisation skills with proven ability to multi-task and handle several projects simultaneously.
- Experience of working in a fast-paced environment with accountability for delivering campaigns on time and on budget.
- Excellent written communication skills including copywriting.
- Experience of working within allocated budgets without close supervision.
- Experience of investigating and analysing a market sector, developing suitable marketing propositions, and using the knowledge to increase sales.
- Experience of direct marketing via direct mail and/or email, including using mailing lists
- Experience of conducting marketing evaluation and optimisation.

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 managing design agencies or designers and production agencies/production staff.



- Experience of using a CRM database.

Planning & Organising

- To plan, organise and manage own workload effectively.
- To manage ongoing relationships with and co-ordinate marketing campaigns through internal teams, external organisations, and suppliers.
- To prepare and communicate, internally, marketing plans for each product.
- To manage campaigns from delivery through to evaluation.
- To manage budgets on an individual project basis and in the context of overall annual budgets.

Dimensions

Operating environment

Works independently and across the team with close liaison with other internal departments. Organisation and multi-tasking required to manage a variable workload. Seeks to develop themselves continually to improve performance.

Financial responsibility

Campaign budget management with referral to the Marketing Manager above pre-set limits. Joint responsibility for achieving annual revenue and engagement targets.

Creative Responsibility

Produce marketing materials within brand guidelines from conception through to execution. Must be able to copywrite for a variety of audiences, internal and external customers, and a variety of formats. Must be able to grasp complex concepts and present them in a clear and understandable way.

Analytical Responsibility

Must be able to gain an understanding of what a particular segment of customer's needs. Must be able to gather relevant audience data, including interrogation of CRM. Must be able to conduct post-campaign analyses for ongoing improvement of marketing.

Location

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

Organisation Chart

