

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 and 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 conducting evaluation

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.

The professional body for solicitors

Planning & Organising

- To organise and manage own workload effectively
- To manage ongoing relationships with the Marketing Communications team, other internal customers, and external suppliers.
- To extract, prepare and refine data lists as directed
- To assist Marketing Communications team members in the implementation of marketing plans as directed by the team managers
- To raise, manage, and file purchase orders and related financial paperwork. This includes dealing with related queries and trouble-shooting as required
- To manage other marketing related administration as directed by the team managers.

Dimensions

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.

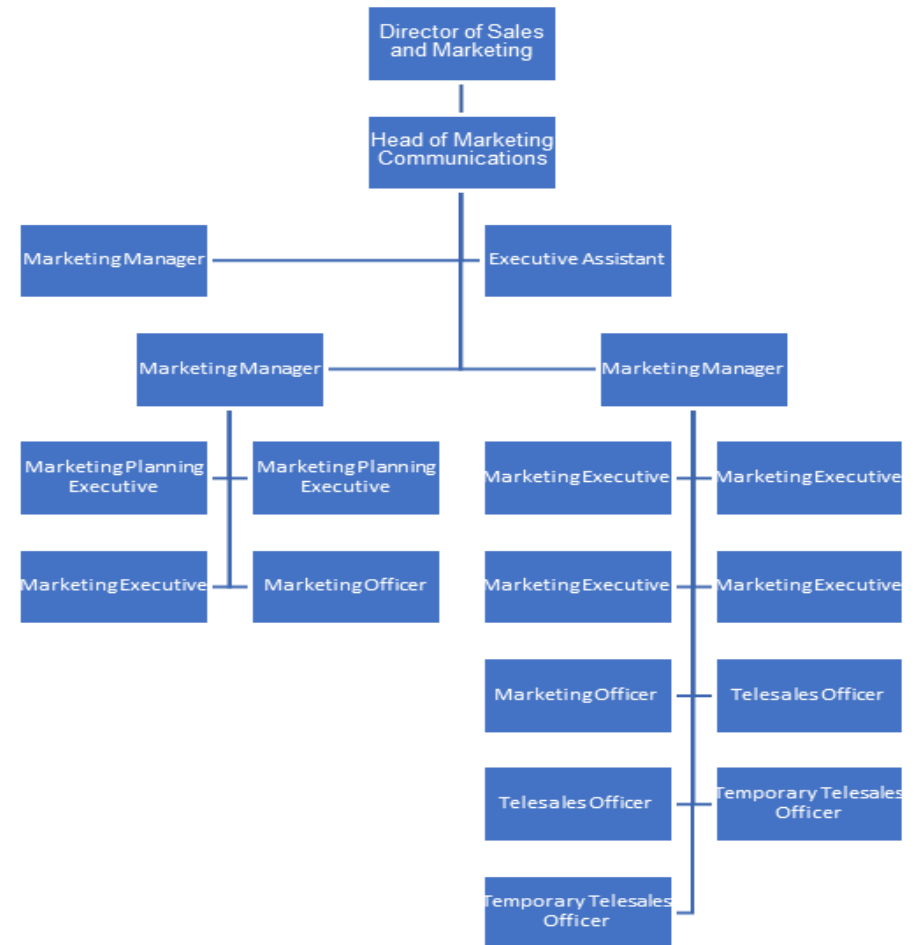
Data responsibility

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.

Organisation Chart



The professional body for solicitors