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| Job Title  | Digital Content Executive |
| Team | Communications |
| Reporting to | Head of Communications |
| Responsible for | Providing high quality design and digital content for a range of internal and external channels. |
| Job purpose | To lead, innovate and improve the Society’s digital content production and to increase engagement with our stakeholders across a range of channels. To work with colleagues in the Communications Team andacross the organisation to manage the Law Society’s reputation and meet our strategic objectives. |
| Key responsibilities | * Work collaboratively across the Communications Team and the organisation to build high quality and effective stakeholder engagement across all our digital channels – for example, website, social media, email engagement, intranet
* Create, produce and manage innovative and engaging content, for example, graphics, video, podcasts, animation, design, for use across all our digital channels – and suggest new ideas/projects so that we continuously improve
* Use data and insights to analyse, evolve, plan, implement and evaluate our digital content in collaboration with Communications Team colleagues and make and implement recommendations for continuous improvement
* Develop a digital content strategy and subsequent annual plans to evolve our content and our audiences’ engagement with our content, across all our digital channels
* Ensure all digital content is on brand and maintains our brand reputation by collaborating with our Marketing Team colleagues
* Deputise for Digital Communications Executive as required
* Carry out any other reasonable duties that may be required by the Head of Communications
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| Date | March 2025 |

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|  | Essential | Desirable |
| Qualifications & training | * Qualification in digital marketing/digital communication/graphic design/digital media/related discipline OR equivalent, relevant training or experience
 | * Membership of a professional body such as Chartered Institute of Public Relations, Public Relations and Communications Association, Chartered Institute of Marketing, Marketing Society, Digital Marketing Institute
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| Work experience | * Experience of working in a busy communications/
* marketing team either in-house or in a creative/ communications agency
* Experience of designing creative and innovative digital content including graphics, infographics, videos, podcasts, animations and more
 | * Experience of developing, executing and evaluating digital content across a variety of platforms and channels
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| Knowledge & skills |  * Ability to harness the power of effective digital content creation and management to support our strategic objectives
* Ability to deliver a data-driven content strategy and plans to amplify our work and influence change
* Ability to get to the heart of a story and create and produce digital content which will inspire and engage our stakeholder audiences
* Ability to swiftly gather and assess sometimes complex information to create appropriate and effective digital content to engage audiences using the most appropriate digital channels
* Ability to use design packages such as Adobe Creative Cloud (Illustrator, Photoshop, Indesign, Premiere Pro, After Effects) and Canva to create high-quality digital content.
* Ability to plan, film and edit video content for digital communication channels.
* Ability to organise and prioritise work and meet deadlines
 | Experience of continuous improvement across digital engagement and communications activities, including outcomesExperience of managing social media, websites and email marketing for both business and consumer audiences |
| Competencies & values | * A motivated, dynamic and high performing professional with experience across digital content production and engagement
* A creative flair and a passion for storytelling and digital design
* Highly collaborative team player, confident to work with both internal and external stakeholders to deliver high quality outputs
* Creative and innovative thinker, not afraid to challenge current ways of working
* Can demonstrate a commitment to personal learning and development
* Demonstrates organisational values of respect, openness, progress, integrity and inclusion

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| Other | Prepared to undertake some evening and out of normal hours working if necessaryWillingness to undertake very occasional travel within the UK |   |