

Job Title	Communications Executive - Digital
Team	Communications Team
Reporting to	Head of Communications
Responsible for	N/A
Job purpose	Ensuring engagement with all of our key audiences across our digital channels - social media, mass email and our website – advising on best practice, developing strategy and content, implementing communications plans, and using data and insight to inform continuous improvement in developing engaging content.
Key responsibilities	• Work collaboratively across the Communications Team and across the organisation to develop and deliver high quality and effective member and stakeholder communications which drive engagement across all our digital channels. • Use data and insights to plan, implement and evaluate campaign outcomes. Make and implement recommendations for continuous improvement. • Develop a digital communications and engagement strategy to evolve our digital communications and our audience's engagement with these. • Manage, develop, and evolve our social media content – LinkedIn, Facebook, Instagram, X, Bluesky, YouTube and Vimeo – and advise on best practice. • Oversee scheduling and publication of social media content to ensure optimal engagement with key audiences. • Manage production, distribution and quality control on mass emails including our fortnightly newsletter. • Provide publishing and technical support and quality control oversight for our website. • Analyse the performance of the website and make recommendations for continuous improvement. • On a regular and ongoing basis, track and measure the success of all our communications outputs (digital, media, internal engagement) against our key strategic measures (which are reported to the Senior Leadership Team, Board and Council) and make and implement recommendations for continuous improvement. • Carry out any other reasonable duties that may be required by the Head of Communications
Date	

	Essential	Desirable
Qualifications & training	• Appropriate experience in corporate communications, public relations or related field.	• A qualification in communications/marketing is desirable but not essential.
Work experience	• Experience of working in a busy marketing/communications/engagement team either in-house or in a creative/communications/PR agency	•
Knowledge & skills	• Ability to identify, create and implement compelling, data-driven engagement and communications activities/campaigns across digital channels which will engage our stakeholder audiences • Ability to swiftly gather, assess and communicate sometimes complex information in an appropriate and understandable format to engage audiences using the most appropriate channels • Ability to harness the power of digital communications and engagement to support our vision to lead legal excellence • Experience of managing social media, websites and email platforms to engage with a range of audiences • Experience of analysing and evaluating digital engagement and communications activity, reporting in a concise and action-orientated way	•
Competences & values	• Ability to organise and prioritise work, manage multiple projects simultaneously and meet deadlines • Ability to work collaboratively with colleagues across the organisation	•

Other

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