



Position vacant

Marketing Specialist

The Law Society of New South Wales is looking to employ a Marketing Specialist in its Marketing Department on a full-time basis. This position will be advertised internally and externally, and if any staff member is interested in applying for the position or requires further information, please contact the HR Department no later than 25 August 2019.

Responsibilities

Supporting the Head of Marketing and the Marketing Manager in all member related initiatives, the role will be responsible for member engagement strategies that ultimately drive member advocacy and positive sentiment for the Law Society brand. The role will focus on marketing projects, campaign planning, execution and reporting.

Key accountabilities

- Create marketing plans for key projects across the business - as aligned to the overall marketing strategy.
- Plan, execute and optimise integrated campaigns and initiatives.
- Drive a member-led, insights focused approach and intelligently use data and research in decision making.
- Analysis of member data.
- Provide regular segmentation insights.
- Work closely with the digital marketing specialist to deliver segmented landing pages to optimise various campaigns and user experience.
- Website management and content maintenance.
- Track, measure and report on marketing campaigns across all channels.
- Manage the delivery of online marketing activities in collaboration with offline activity.
- Update and optimise (including A/B and multivariate testing and personalisation) digital content across digital, mobile and social media channels.
- Measure campaigns and initiatives to ensure optimum return on investment.

Qualifications & experience

Your success in this position will be underpinned by impeccable time management and communication skills. The position requires an individual with the confidence and ability to juggle multiple projects simultaneously, a solution-oriented problem-solving style and the ability to work collaboratively to deliver to deadlines. Impress with:

- Demonstrable experience delivering end-to-end digital marketing campaigns
- Experience in data analysis across all channel metrics.





- Strong understanding of digital marketing trends and social media, and how to leverage these channels effectively.
- Understanding different language styles that appeal to various target markets
- Experience with SEO.
- Proven ability to drive the creation of original concepts, through concise briefing and collaboration with creative team, resulting in effective and compelling communication.
- Familiarity with commonly used style guides.

Applications

The Law Society of New South Wales is committed to building and maintaining a respectful and inclusive workplace, appointing the best person for the role and supporting diversity.

Written applications should include a cover letter and brief resume addressed to recruitment@lawsociety.com.au