



Position title: Senior Digital Channels Advisor

Group: Marketing and Communications (MarComms)

Reports to: MarComms Services Manager

Location: Auckland

About the Law Society

The New Zealand Law Society Te Kāhui Ture o Aotearoa is the professional body for barristers and solicitors in New Zealand. The Law Society regulates all lawyers practising in New Zealand and is a membership organisation for lawyers. With branch offices throughout the country, the Law Society is a kaitiaki (guardian) of an exemplary legal profession in Aotearoa.

Position purpose

The Senior Digital Channels Advisor is responsible for management of the Law Society's digital channels including the website, social media (including guidance to branches, sections and CLE on social and digital), and digital media. The Senior Digital Channels Advisor will collaborate with Business Systems and IT to provide the Marcomms input into the website platform. This role also provides support for the preparation and delivery of Law Society electronic newsletters. The Senior Digital Channels Advisor will support continuous improvement across digital channels including website, intranet, CRM, social media, digital advertising platforms and business performance tools. This role supports the development of data-driven insights, testing and reporting.

Delegations

- N/A

Key Internal Relationships

- MarComms team
- Corporate Services (IT team)
- Professional Standards (Regulatory) department
- Members Services (Representative) department including branches, sections and groups
- CLE
- Law Society Managers and People Leaders

Key External Relationships

- External stakeholders
- Suppliers and Consultants

Accountabilities, Responsibilities and Performance Measures

Accountabilities/Responsibilities	Performance Measures
<p>General Accountabilities</p> <ul style="list-style-type: none"> • Support the implementation of the Marketing and Communications strategy in line with the Law Society's strategic priorities • Able to support implementation of Member Management System (CRM) and websites • Supports delivery of members-only content (i.e behind the website log-in wall) • Develops digital content on a range of platforms • Provides support for the preparation and delivery of all Law Society electronic newsletters • Supports the execution of the weekly LawPoints newsletter by the MarComms team 	<ul style="list-style-type: none"> • Content on digital channels supports the Marketing and Communications strategy and the Law Society's strategic priorities. • New content is regularly delivered • Deadlines are met and high standards of accuracy, quality, clarity, and consistency are maintained
<p>Content creation</p> <ul style="list-style-type: none"> • Supports the MarComms team with content for campaigns • Develops and deliver innovative digital content for a range of channels • Take the lead in creating high quality content that's audience and channel appropriate • Edits video and cuts reels for social media • Responsible for social media calendar and content creation • Acts as a brand guardian, understands the Law Society's brand codes and consistently applies them across all digital content • Support our brand through content creation and amplifying our content and communications across digital channels 	<ul style="list-style-type: none"> • Content is engaging our audiences • The content developed supports our messages to reach target audiences • Our content is being used by others who want to share and engage with it • Content demonstrates an understanding of user experience principles
<p>Brand and Digital Communications</p> <ul style="list-style-type: none"> • Supports the development and delivery of innovative campaigns that resonate with our audiences to educate, inform, and advise both the legal profession and the public 	<ul style="list-style-type: none"> • Campaign goals are regularly achieved • Objectives of individual projects and campaigns are met • Audience feedback on campaigns is positive • Content is of a high standard and delivered to deadline

<ul style="list-style-type: none"> • Supports the Manager MarComms Services on continuous improvement across digital channels including and not limited to, the website, intranet, CRM, social media, digital advertising and business performance tools • Supports the Senior Marketing Advisor to develop and deliver data-driven insights, testing and reporting. • Superuser of digital marketing and CRM tools used by the Law Society, including but not limited to email, website CMS, database, social media, social media monitoring, digital advertising, and intranet • Demonstrates capability in cultural competency 	<ul style="list-style-type: none"> • Data is used to provide insights and refine Law Society marketing communications
Collaboration <ul style="list-style-type: none"> • Works with others in the team on collateral including printed and digital communications • Works with the others in the team to support innovation for brand, content and digital channels • Support the rest of the team to understand best practice brand and digital marketing 	<ul style="list-style-type: none"> • Opportunities are recognised and acted on to create content • Relationships are enhanced, delivering positive outcomes for all parties
Other duties <ul style="list-style-type: none"> • All other activities, projects or duties that may be required by your manager. 	<ul style="list-style-type: none"> • Achieved as required

Safety and Wellbeing

The incumbent is responsible for:

- My own health and safety and that of my colleagues
- Reporting of any/all incident and near misses

Qualifications, Skills, Knowledge and Experience

To be effective in the position of **Senior Digital Channels Advisor** you must have the following qualifications, knowledge, and experience:

- Preferably a tertiary qualification in brand, marketing or communications and at least 3 years' marketing or digital marketing experience
- Experience developing and delivering content for digital channels, including social media and website. Proficient user of website content management systems
- Strong understanding of website and social media analytics
- Experience in the use of Content Management Systems (CMS) to publish website content. Silverstripe CMS experience is an advantage.
- Experience with social media content scheduling tools

- MailChimp (or equivalent eDM tool) super-user and trouble shooter. Experience with a Customer Relationship Management (CRM) system is an advantage
- Experience in the Google suite of tools, Google Analytics, Search Console, Business, Google Ads. Google certification is an advantage.
- Experience in social media tools, LinkedIn, LinkedIn Ads - Campaign Manager, Meta Business Suite, Meta Ads Manager, Facebook and Instagram. LinkedIn or Meta certification is an advantage.
- Photography and video skills, particularly using mobile devices
- Experience supporting communications and marketing campaigns
- Proficient in the use of Adobe Creative Cloud software, for example InDesign, PhotoShop and other appropriate design-related software would be advantageous
- Capable of communicating complex ideas through a variety of formats
- A proactive approach and comfortable interacting with new people
- Knowledge of creating accessible content is preferred but not essential
- A willingness to try new things and take an innovative approach to communications
- Demonstrated ability to work as part of team to meet short deadlines
- Writing skills and an interest in developing your skills further
- Sound judgement and understanding of the need for accuracy and attention to detail