



**Position title:** Senior Marketing and Communications Consultant

**Group:** Marketing and Communications

**Reports to:** General Manager Marketing and Communications

**Location:** Auckland

**Duration:** Immediate start – 23 December 2022

### **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 the membership organisation for practising lawyers. With 13 branch offices throughout the country, the Law Society is the Kaitiaki (guardian) of the practise of law in Aotearoa New Zealand and the consumers of legal services.

### **Position Purpose**

The Senior Communications and Marketing Consultant is responsible for designing and implementing communications from an organisation-wide perspective. This role will provide best practice, strategic communications, and marketing solutions for Regulatory and Representative functions, taking a lead on managing campaigns that engage our audiences.

The Senior Communications and Marketing Consultant will support other team members by providing guidance and support in the development of new ways of working.

### **Delegations**

- N/A

### **Key Internal Relationships**

- Marketing and Communications team
- Branches and Sections, including Property Law Section, Family Law Section and In-House Lawyers Association (ILANZ)
- NZLS Law Libraries
- Members Services (Representative) department
- Professional Standards (Regulatory) department
- People and Culture (HR)

### **Key External Relationships**

- Marketing and Communications staff at relevant government agencies
- Marketing and Communications staff at other professional bodies
- Other stakeholders

## Accountabilities, Responsibilities and Performance Measures

Accountabilities/Responsibilities	Performance Measures
<p><b>Leadership</b></p> <ul style="list-style-type: none"> <li>• Strong leadership skills built on inspiration; vision; courage and integrity</li> <li>• Support members of the team to try new ways of working and develop new campaigns</li> <li>• Build trust, communicate effectively, foster innovation, and focus on delivery to customers and partners</li> </ul>	<ul style="list-style-type: none"> <li>• Leads by example, demonstrating best practice in marketing and communications</li> <li>• Utilises strong project management skills to keep projects on track and always looks for ways to deliver results that create a positive impact</li> </ul>
<p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Contribute to the implementation of the Marketing and Communications strategy in line with the Law Society's strategic priorities</li> <li>• Ensure campaigns support the overall strategy and are targeted to our audiences</li> <li>• Provide high quality strategic communications advice to senior leaders and others in the organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Campaigns that support the strategic direction of the Law Society are being regularly delivered and measured</li> <li>• Advice is sought and acted upon</li> </ul>
<p><b>Marketing and Communications</b></p> <ul style="list-style-type: none"> <li>• Develop and deliver innovative campaigns using a range of marketing channels, that resonate with our audiences to educate, inform, and engage both the legal profession and the public</li> <li>• Contribute to the development of publications such as LawTalk, including writing articles and conducting interviews</li> <li>• Assist with the delivery of LawPoints, when required</li> <li>• Work with others in the communications team on collateral including hard copy, online material, and presentations</li> <li>• Identify issues or risks to achieving business objectives and develop and implement mitigation strategies</li> <li>• Skilled user of digital marketing and CRM tools use by the Law Society, including but not limited to email, website CMS, database, social media and intranet</li> <li>• Demonstrate capability in cultural</li> </ul>	<ul style="list-style-type: none"> <li>• Objectives of individual projects and campaigns are met</li> <li>• Audience feedback on campaigns is positive</li> <li>• Content for publications is of a high standard and delivered to deadline</li> </ul>

competency	
<b>Internal Stakeholder Management and Support</b> <ul style="list-style-type: none"> <li>• Act as a trusted advisor to support marketing and communications projects, programmes, and advice, including new initiatives</li> <li>• Build relationships that deliver positive outcomes for the Law Society and build respect for the Marketing and Communications Team.</li> <li>• Provide advice and challenge constructively</li> <li>• Demonstrate a “can-do”, solution-based approach</li> </ul>	<ul style="list-style-type: none"> <li>• Relationships are developed that deliver positive outcomes for all parties</li> <li>• Advice is sought and acted on</li> </ul>
<b>Service Delivery</b> <ul style="list-style-type: none"> <li>• Provide managers with high-quality advice and marketing and communications services on priority issues, drawing on expertise from across the wider communications team</li> <li>• Work with peers within the Marketing and Communications team to identify reputation-critical communications risks and opportunities for the Law Society and develop plans and responses as required</li> <li>• Supports innovation and continuous improvement across relevant marketing and communications projects and processes</li> <li>• Ensure the timely and responsive delivery of projects and programs</li> </ul>	<ul style="list-style-type: none"> <li>• High quality, tailored advice and service is delivered to all internal and external stakeholders</li> <li>• Deadlines are realistic when set and are always achieved</li> </ul>
<b>Other duties</b> <ul style="list-style-type: none"> <li>• All other activities, projects or duties that may be required by your manager</li> </ul>	<ul style="list-style-type: none"> <li>• Achieved as required</li> </ul>

## **Safety and Wellbeing**

The incumbent is responsible for:

- Their own health and safety and that of their colleagues
- Reporting of any/all incident and near misses

## **Qualifications Skills, Knowledge and Experience**

To be effective in the position the **Senior Marketing and Communications Consultant** you must have the following qualifications, knowledge, and experience:

Preferably a tertiary qualification in Marketing, Communications, or other relevant qualification, such as PRINZ Accreditation in Public Relations.

- At least seven years' experience developing and delivering marketing and communications campaigns.
- Evidence of taking the lead on marketing and communications projects that have delivered the desired results.
- Experience using a range of marketing channels and distribution strategies, including but not limited to campaigns, publishing, digital marketing, social media, public relations, and advertising.
- Understanding of commercial needs and drivers and how to translate those into positive outcomes for your organisation.
- Great writing skills and the ability to produce engaging content for a range of channels and audiences.
- Experience translating complex ideas into plain English that is suitable for the target audience.
- Ability to consistently deliver high quality strategic advice to a range of people across the organisation.
- Evidence of previous success in establishing and building strong relationships.
- A proactive, can-do attitude with a high level of initiative, sound judgement and courage to try new things.
- Knowledge of the legal sector (or experience in a professional services environment) would be advantageous but not essential