

Position Description

Manager Membership and Marketing

Level

Negotiated Contract

Note – Performance Indicators will form part of the employment contract

Service Team

Membership, Marketing and Business Development

Date

Thursday, 28 March 2024

The Law Society of Western Australia

Level 4, 160 St Georges Terrace, Perth WA 6000 | Postal: PO Box Z5345, Perth WA 6831

Phone: (08) 9324 8600 | Fax: (08) 9324 8699 | Email: info@lawsocietywa.asn.au | Website: lawsocietywa.asn.au

CPD ACTIVE

1. Position Objectives

The Manager Membership and Marketing requires a customer-centric approach, excellent marketing and communication skills, strong understanding of membership recruitment, retention and servicing, understanding of membership organisations, high levels of efficiency, quality delivery, a strong team player and the ability to develop and maintain positive stakeholder relationships. This role reports directly to the General Manager Marketing, Business Development and Community Engagement

The position guides membership growth and strategic marketing outcomes including:

- Being part of and supporting a strong positive team culture via excellent membership engagement and strategic marketing management;
- Contributing to a growth in membership and member satisfaction;
- Meeting the objectives set out in Marketing, Business Development and Community Engagement Business Plan 2023-2026.

The position is expected to commit to the Society's "Purpose, Values and Commitment Charter of Excellence" and comply with the organisations code of conduct.

2. Key Requirements of the Position

2.1 Essential Skills, Knowledge and Experience

- Knowledge of and experience in membership and marketing management preferably gained within a member-focused or professional services organisation;
- Strategic understanding of membership engagement, marketing, branding and building brand reputation in a competitive environment;
- Strong customer-centric orientation to service delivery;
- Excellence in membership servicing and relationship building experience;
- Understanding of driving and leading teams in membership renewals, retention and engagement processes;
- A self-starting, self-motivated, analytical and strategic relationship builder with a focus on ROI;
- Demonstrated highly developed interpersonal skills including the ability to negotiate, be persuasive, develop trust and manage a variety of internal and external stakeholders;
- Familiarity with CRM systems, report generation and data analysis to manage membership renewal cycles;
- Excellent communication, interpersonal, verbal, and written skills;
- Ability to work independently under pressure;
- Ability to work closely with diverse teams to deliver key marketing messages and branding;
- Ability to translate customer needs into strong value propositions;
- Sound digital and social media campaign management in consultation with stakeholder requirements;
- Ability to write and create new marketing collateral, including content marketing, for best practice customer engagement;
- Presentation skills;
- Financial management, budgeting and reporting skills;
- Demonstrated ability to make well-informed decisions within tight deadlines and to resolve issues quickly and effectively to achieve objectives;

- Ability to think proactively about potential client needs;
- High level research, analytical and report writing skills;
- Ability to work without supervision and with general direction;
- Staff management and delegation skills;
- Excellent organisational and time management skills and demonstrated ability to manage a range of tasks and varying workloads;
- Ability to exercise initiative, be innovative and adaptable to change;
- Sound experience in the use of a range of technology applications including Microsoft Office suite, customer relationship management databases and document management systems. Desktop publishing skills would also be well regarded.

2.2 Qualifications and/or Training

- Degree in media, marketing, communications or similar or relevant membership and marketing experience.

3. Key Responsibilities

- Responsible for the performance and delivery of marketing and corporate communications as part of the organisation's marketing and communications strategy;
- Develop strategies and lead on member recruitment, renewal and retention activities in collaboration with key internal stakeholders to contribute to the achievement of annual membership targets;
- Oversee and synchronize design requirements across all departments while managing workflow to the graphic designer
- Lead on and ensure the integrity of the membership database in collaboration with Corporate Services;
- Oversee the development and implementation of the Society's brand, marketing and communications strategies in collaboration with stakeholders;
- Work collaboratively with Manager Events and Business Development
- Direct supervision of three team members and secondary supervision of three team members;
- Develop an integrated approach to membership, marketing and corporate communications as a means of prioritising the customer journey and outcomes for members and potential members across all channels including website, digital and offline channels;
- Oversee the ongoing management and evolution of the Society's brand, including the creation of brand ambassadors, as a means of remaining relevant to changing customer and business needs;
- Ensure all marketing and corporate communications align with the Society's brand, marketing and communication strategies;
- Implement policies relating to marketing & communication functions of the organisation;
- Responsible for the coordination and production of the Law Society Annual Report;
- Prepare marketing and communications plans that deliver on the brand, marketing and communication strategies, including creation of new content and collateral;

- Lead on and ensure the membership online experience aligns with the Society’s brand and aspirational brand, including the Law Society website and Membership MyPage in collaboration with Corporate Services;
- Lead the development and distribution of timely, engaging content through offline and digital channels including social media;
- Identify and implement ways to engage with non-members and a wider audience across multiple channels;
- Engage with contractors and service providers to maximise return on investment;
- Work with other service teams, including Corporate Services, to ensure the customer journey and experience is at the heart of all decisions that affect members and potential members;
- Work closely with the Advocacy and Professional Development team to deliver content that supports the Society’s advocacy and professional development activities;
- Provide reports on analytics and required metrics;
- Leverage data insights to develop and execute content and marketing campaigns that align with the organisation’s strategic objectives;
- Monitor, review and report on the performance and delivery of membership service initiatives and programs including trends in the market on a regular basis;
- Undertake regular membership analysis and reporting;
- Monitor best practices relevant to the role of Manager Membership and Marketing in the private sector and other not for profit organisations to ensure continuous improvements, membership satisfaction and compliance is achieved;
- Undertake special project research and analysis and prepare reports;
- Prepare and as required deliver internal and external presentations promoting the Law Society and the benefits of membership;
- Assist the General Manager Marketing, Business Development and Community Engagement implement Council’s Strategic Plan goals, objectives and strategies relative to the position;
- Other special projects as directed.

4. Organisational Relationships

Responsible to: General Manager Marketing, Business Development and Community Engagement

Direct Supervision of: Membership Executive
Graphic Designer
Digital Communications and Marketing Officer

Secondary Supervision of: Administrator, Membership, Marketing and Business Development
Membership Engagement and Marketing Executive
Media and Communications Executive

Liaison (Internal): Chief Executive Officer
Manager Events and Business Development
Manager Corporate Communications

Membership, Marketing and Business Development Team
Corporate Services Team
Advocacy and Professional Development Team
Law Mutual
General Managers
Other service team staff
President
Councillors

Liaison (External): Members
Non Members
Sponsors and Partners
Government Agencies
Other Membership Organisations
Service Providers/Sponsors/Partners

4.1 Standard office hours

Office hours are Monday to Friday, 8.30am – 5pm. Some flexibility is required as the Membership, Marketing and Business Development Team runs events outside of standard office hours.

Leave is in accordance with the relevant Law Society of WA policies and procedures.

This position may attract an RDO in accordance with the Terms and Conditions specified in the Society's Rostered Day Off Policy.

5. Extent of Authority

- Operates under the direction of the General Manager Marketing, Business Development and Community Engagement for meeting established performance objectives;
- Accountable for ensuring all work is carried out to a high standard within the required deadlines;
- Works within established guidelines, policies and procedures of the Law Society as well as statutory legislation.

6. Selection Criteria

Essential:

- Tertiary qualifications in marketing, media, business or related or experience appropriate to the role;
- Demonstrated and sound understanding of professional membership management, membership services and marketing management;
- Experience in sales and marketing, business development or related field;
- Presentation and public speaking experience;

- Demonstrated and sound understanding of membership services and marketing;
- Significant experience, knowledge and interest in the provision of member/customer focussed service and service delivery, preferably gained within a professional services environment;
- Significant experience in developing and implementing effective membership or related client retention and attraction strategies;
- Strong communication, interpersonal and influencing skills;
- Exceptional skills in building and maintaining relationships with a diverse range of stakeholders;
- Experience in undertaking and analysing research and preparing reports;
- Excellent organisational and time management skills and demonstrated ability to manage a range of tasks and varying workloads;
- Demonstrated high level proficiency in technology applications including Microsoft Office suite, and customer relationship databases;
- Moderate experience with editing software.

Desirable

- Experience within a professional services environment;
- Experience with Desktop publishing and website review;
- Knowledge of the Western Australian legal sector.

7. Annual Review

At least once in each calendar year the General Manager Marketing, Business Development and Community Engagement will conduct an evaluation of the employee's performance.

Occupant:

Date Appointed:

Prepared by: Chief Executive Officer

Date Issued: September 2021

Supervisor: General Manager Marketing, Business Development and Community Engagement

Reviewed:

Approved by: Chief Executive Officer

No of Pages: 6

Reviewed:

Date: March 2024