**JOB TITLE: Head of Community & Communications**

**RESPONSIBLE TO:** CEO

**LOCATION**: Head office - Leamington Spa but we employ a hybrid working model  
**SALARY:** Range: £50K - £54K (DOE) plus excellent benefits

**Overall Purpose of the Role**

As Head of Community & Communications you will shape the network’s member engagement and communication activities, and drive ongoing development of the LawNetConnect community portal.

This role is part of the Executive Team, alongside the Learning & Quality Director and Head of Operations and Member Services, and reports to the Chief Executive.

**Key Responsibilities**

**Part of the Executive Team**

* Work with the executive team to contribute to ongoing strategic planning and organisational development, setting relevant targets and KPI’s.
* Responsible for the preparation and management of budgets and reporting for areas of responsibility
* Lead and mentor a small team, fostering a culture of collaboration and continuous improvement.
* Oversee the work and development of the IT and Member Experience Manager and Member Communications Officer

**Community Development**

* Develop and implement an overarching community development and member engagement strategy, with the aim to improve engagement levels among members, ensuring alignment with LawNet’s objectives and values.
* Foster and nurture strong, collaborative relationships with member firms, gaining deep insights into their evolving needs and priorities.
* Support the IT & Member Experience Manager to drive the ongoing development of the LawNetConnect community portal improving member experience and access to benefits and services
* Key member of the LawNet Conference delivery team with a focus on content, creative elements and messaging to members.
* Build on existing models and metrics to understand member sentiment, engagement and satisfaction.
* Chair LawNet’s BD & Marketing and CX groups. Work with BD & CX Leads within firms to plan a programme of regular discussions and creation of supporting resources.
* Attendance at regional and special interest discussion suppers.

**Communications**

* Oversee a comprehensive key stakeholder communications strategy, ensuring consistent and impactful messaging across all channels.
* Collaborate with the Executive Team in the creation of member-focused content and resources in line with LawNet’s overall strategy.
* Direct LawNet’s online presence, including the website and social media channels, ensuring content is engaging and reflective of the brand.
* Support the CEO and Executive Team in stakeholder communications, including new member recruitment, presentations, and thought leadership.

**Other**

* Maintain awareness of developments/new initiatives in the legal sector
* Act as an ambassador for LawNet at member events and external forums, promoting the network and its mission.
* Development of external personal network for the benefit of the company
* Responsibility for own ongoing personal development and learning

**Person Specification**

**Essential Skills and Experience**

* Degree level qualification or equivalent experience.
* Proven experience in a senior engagement, communications, or marketing role, ideally within the professional services sector.
* Effective leadership and interpersonal skills, with the ability to build strong networks and trusted relationships at all levels.
* Excellent communication and influencing skills in writing and in person, with experience of crafting impactful messaging for diverse audiences.
* Commercial awareness and the ability to spot opportunities and execute solutions.
* Strategic thinker with a track record of developing and delivering successful community engagement and communications strategies.
* Hands-on experience developing digital communications and tools, including websites, email campaigns, and social media platforms.
* Strong project management skills, with the ability to juggle multiple priorities effectively.
* The ability to collaborate with colleagues and third parties at all levels across different disciplines.

**Desirable Skills and Experience**

* Experience working within or supporting law firms or professional networks.
* Experience of community development.
* Experience in design, leadership and oversight of events
* Experience of remote team leadership
* Knowledge of trends and issues affecting the legal profession and SME businesses.
* Familiarity with CRM systems and member engagement tools.
* Experience and knowledge of different metrics for measuring the effectiveness of marketing and communications activities
* Flexibility to work outside of standard work hours with some national/international travel and events.

**Personal Attributes**

* Proactive, self-motivated, and results-driven.
* A collaborative team player who thrives in a community environment.
* Passionate about building relationships and delivering exceptional service.

**Role**

* The usual place of work is Leamington Spa but we embrace hybrid working.