

Marketing Specialist (Digital)

Position Details

Business Unit: Content, Learning and Channels
Department: Marketing
Reporting to: Senior Marketing Manager
Hours: Full time – 5 days a week

Position Overview

This role is responsible for planning and delivering end-to-end marketing campaigns to promote the LIV's products, services and events to members and the wider legal profession.

The Marketing Specialist (Digital) plays a hands-on role in executing multi-channel marketing activity, with a strong focus on digital channels including paid search, email marketing, website content and campaign optimisation. The role works collaboratively with internal stakeholders and external partners to deliver effective campaigns aligned to business objectives and brand standards.

This is a delivery-focused role requiring strong digital capability, sound judgement and the ability to independently manage campaigns from brief through to execution and evaluation.

LIV Overview

The Law Institute of Victoria (LIV) is the state's peak body for lawyers. Representing more than 21,000 members the LIV's purpose is to promote the highest standards of ethical and legal practice, education and service excellence in the practice and administration of law to ensure the community benefits from strong legal representation, effective advocacy and a fair and equitable legal and justice system.

We are a non-profit organisation dedicated to our members and the development, maintenance, and the sustenance of the law for the benefit of the community.

Key Accountabilities

Accountabilities

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| Campaign planning and delivery – 30% | <ul style="list-style-type: none">- Plan, coordinate and deliver integrated, multi-channel marketing campaigns aligned to organisational priorities- Take ownership of campaign execution from briefing through to delivery, including timelines, approvals and asset development- Develop targeted campaign approaches based on audience needs, business goals and channel effectiveness |
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Note: This description is only an indication of the types of responsibilities required of the position. It is not intended to define specific duties or responsibilities or to limit or modify the right of management to assign and direct the work of staff under supervision. It should not be taken to exclude other duties not mentioned that require a similar level of competency or to limit growth or change of responsibilities within the role over time.

	- Work with internal stakeholders to understand objectives and translate these into practical marketing activity - Manage competing priorities and deliver campaigns within agreed timeframes
Digital marketing execution – 30%	- Manage and optimise digital campaigns across channels including Google Ads, email marketing, website and landing pages, and social media - Work with internal teams and external vendors to support digital initiatives, including Google Merchant and Google Ads - Optimise website content and landing pages to improve user experience, engagement and conversions - Apply SEO principles, keyword optimisation and campaign best practice to improve performance - Stay informed of digital marketing trends and identify opportunities to improve campaign effectiveness
Content development and channel management – 15%	- Develop and edit clear, engaging marketing copy across email, web and other channels - Ensure all campaign content aligns with LIV brand guidelines and style requirements - Coordinate the development of campaign collateral with internal design team and stakeholders - Maintain and update website content to ensure accuracy, relevance and performance
Reporting and optimisation – 15%	- Monitor and report on campaign performance, including key metrics such as engagement, traffic and conversions - Apply insights to optimise campaign activity and improve future performance - Provide clear, practical recommendations to stakeholders based on data and results
Stakeholder management and collaboration – 10%	- Provide practical advice on marketing approaches, channels and campaign execution - Collaborate across teams to ensure consistent delivery and alignment with organisational priorities - Build effective working relationships with internal stakeholders and external vendors

Outcomes Expected

Key Result Area	Measures
1. Marketing capability and technical proficiency	A. Demonstrates strong working knowledge of marketing within a legal member-based environment B. Demonstrates technical proficiency across core digital marketing platforms (e.g. Google Ads, email platforms, CMS)

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	C. Applies best practice digital marketing techniques to campaign execution, including SEO, paid search and email marketing D. Produces clear, accurate and effective written communications aligned to LIV brand standards
2. Effective campaign planning and delivery	A. Plans and delivers end-to-end marketing campaigns with clear objectives, timelines and deliverables B. Delivers campaigns that align with organisational priorities and achieve agreed KPIs C. Manages multiple campaigns and competing priorities effectively to meet deadlines D. Takes ownership of campaign execution, including briefing, approvals and delivery
3. Digital channel performance and optimisation	A. Demonstrates effective management and optimisation of digital channels, including paid search, email and website B. Monitors campaign performance metrics (e.g. engagement, traffic, conversions) and identifies opportunities for improvement C. Applies insights and learnings to optimise campaign performance and user experience D. Supports continuous improvement in digital marketing practices through testing and optimisation
4. Stakeholder engagement and service delivery	A. Builds and maintains effective working relationships with internal stakeholders and external partners B. Provides clear, practical marketing advice aligned to business goals and audience needs C. Communicates campaign activity, progress and outcomes in a clear and timely manner D. Effectively manages expectations and delivers outcomes that meet stakeholder requirements
5. Team contribution and organisational alignment	A. Works collaboratively within the marketing team and across the organisation to deliver shared goals B. Demonstrates accountability for the quality and timeliness of work outputs C. Contributes positively to team culture, demonstrating flexibility, initiative and a solutions-focused approach D. Identifies opportunities to improve processes, tools or approaches that support marketing effectiveness
6. Analysis	A. Analyses data that aligns marketing objectives with the LIV strategy to deliver outcomes e.g. to promote a product, service or growth E. Works closely with marketing stakeholders to analyse and identify areas and opportunities to improve

Qualifications

Essential:

- A relevant bachelor's degree in marketing, communications or journalism

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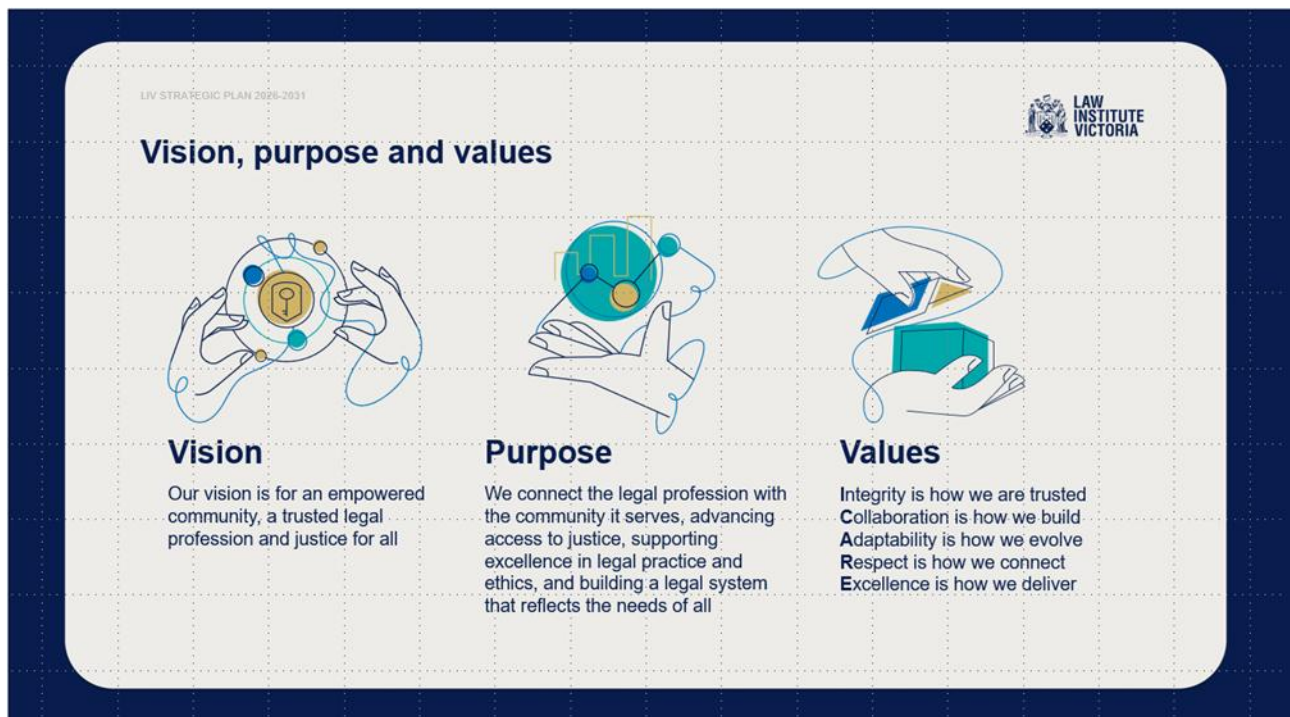
Skills and Experience Required

- 5+ years marketing experience
- Experience with CMS and CRM platforms (iMIS desirable but not required)
- Proficient in Microsoft Office, Adobe Suite with basic image editing skills
- Demonstrated experience delivering end-to-end marketing campaigns, particularly across digital channels
- Strong working knowledge of Google Ads, paid digital channels, email marketing platforms (Informz desirable but not required) and website optimisation strategies
- Experience working with external vendors or digital partners
- Ability to interpret campaign performance data and apply insights to improve outcomes
- Strong written communication skills with the ability to develop clear, audience-focused content
- Strong organisational and project management skills, with the ability to manage multiple priorities

Personal Qualities

- Self-motivated, proactive and comfortable managing work independently
- Curious and adaptable, with the ability to learn new tools and approaches quickly
- Collaborative and solutions-focused, with strong stakeholder engagement skills
- Demonstrated capacity to exercise mature judgement, diplomacy, tact and discretion
- Detail-oriented with a commitment to quality and accuracy

LIV Vision, Purpose and Values



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