



New Partnership Development Manager

Job purpose: To generate revenue by coordinating the design and development of new partnerships with third party Partners for the benefit of the Law Society's members

Accountabilities

- Liaise with a range of internal and external stakeholders to collate partnership ideas for the Law Society's "Membership Benefits Programme"
- Liaise with Business Planning and Performance Management to understand what market data is needed to inform new partnership thinking
- Analyse the membership and identify core market needs for the "Membership Benefits Programme"
- Coordinate a New Partnership Development process to filter ideas and identify those which are feasible and workable for development
- Coordinate the "joint effort" of the Partnerships Manager, Contracts Manager and Sponsorship team to:
 - refine market research
 - work up the concept and business case for final sign off by TLB
 - research potential partners suitable for providing the new membership benefit
 - complete the business analysis to understand cost to launch, market, product lifecycle etc
 - agree the marketing strategy (sales, pricing etc) to potential Partner
 - lead the project plan from development through to launch
- Responsible for the effective handover to the Partnerships Manager
- Working with the Contract Manager to support the tendering process
- Working with the Partnerships Manager and Sponsorship team to evaluate to necessary marketing plan once the new Partnership is launched

Knowledge, Skills & Experience

Essential

- Proven experience of working in a business services environment and experience of delivering revenue generating and profitable partnerships and services to targeted audiences
- Exceptional organisational skills
- Exceptional communication skills (written and oral)
- Experience of presenting concepts to senior management and prototypes to target audiences



The Law Society

Supporting Solicitors



- Proven track record of promoting a particular service
- Experience of reviewing processes to meet partnership KPIs
- Cross functional project management skills
- Ability to influence cross-functional teams without formal authority
- Proven ability to build strong networks and to develop relationships both internally and externally
- Financial management experience
- Excellent attention to detail and results oriented

Desirable

- Experience of legal professional practice and the management teams of legal firms
- Knowledge/Understanding of changing legal landscape and/or emergence of new regulatory bodies and the implications this may have on legal firms
- Professional qualification in Marketing, Product Management or Business Management

Dimensions

- working with resources across the whole organisation to identify and develop new membership benefit services: Partnerships Manager, Contract Manager, Sponsorships, Sections and Products team(s)
- presenting concepts to external directors of Partnering companies and the leadership board
- managing the new partnership development budget (concept, development etc to point of launch)

Organisation Chart

