



The Law Society

## Supporting Solicitors



### Product Manager (Communities)<sup>1</sup>

#### Job purpose:

- To pro-actively manage the portfolio of products (Sections or Divisions) for which he/she is responsible.
- To drive product revenue and broad market appeal through the quality, relevance and value of the overall product/service offer (proposition).
- To be guided by the core goals and vision of the Law Society.
- To analyse the market place and identify core market needs, to be met through delivering a holistic presentation of products and services aligned to the needs of target member segments.
- To work closely with marketing to produce timely, effective and compelling marketing initiatives to drive product awareness, participation/take-up and renewal.

#### Key Accountabilities

- **Management of the product strategy and plan:** Develop and implement a product strategy and editorial roadmap (aligned with the Law Society's business plan and goals) for the specific Communities that will be the responsibility of the Product Manager.
- **Resource management:** To identify and prioritise the resources required to increase engagement and extend membership/utilisation of the community content for which they are responsible.
- **External governance:** Develop and oversee the implementation of an appropriate range of policies and procedures for the effective engagement and management of external stakeholders and committees to ensure the offering is attractive and appealing to the segments each serves.
- **Internal relationships:** Work with Corporate and Commercial Affairs Heads of Business Units and other Product Managers to co-ordinate plans and implement effectively, ensuring the optimal presentation of the offer to community members.
- **Reputation development:** Ensure the assigned portfolio effectively meets the needs of members and enhances the Law Society brand and reputation.
- **Change agent:** Identify legal policy/practice and operational issues and external change drivers affecting member needs. Ensure plans are adapted to reflect these considerations.
- **Content strategy:** Commission, develop and deliver relevant content for the specified groups, working closely with colleagues in Legal Policy and appropriate third parties, to ensure that regular, relevant and compelling content is delivered to the Communities served.
- **Content calendar:** Working closely with external stakeholders, manage the calendar/schedule of updates to community services and supporting content/resources.
- **Internal communications:** Ensure service development intentions are shared with key internal stakeholders in a timely fashion and well in advance of publication/availability.
- **Marketing/external communications:** Responsible for tactical marketing plan in support of communities. Leverage all channels to market, especially digital mechanisms, to achieve reach, prominence and maximum service take-up. Work closely with PR teams to ensure a pro-active programme of forward external communications.
- **Profile and prominence:** Seek out relevant speaking opportunities, networking opportunities and conduct regular firm visits to assist in raising the profile of TLS products and services and understand perceptions towards community services beyond formal stakeholders.

<sup>1</sup> Communities = Sections and Divisions. Communities bring together exclusive content and features based on specific areas of interest in legal practice or demographics, with access to peer expertise and targeted Law Society support



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### **Lead Product Manager only: Line Management accountabilities:**

- Support, develop and direct employees to achieve the required levels of performance in terms of targets and people/team management.
- Operate unit with budget to ensure cost effectiveness and maximisation of available resources.
- Be fully accountable for the effective delivery of the team's performance in quantitative, qualitative and resource management terms to meet and exceed targets.
- Drive and implement organisational change to ensure continuous improvement of people and processes and the service provided to our customers.
- Deal promptly and effectively with performance issues to ensure that set targets are met and individual and team training/development needs are identified.
- Identify individual/ team training needs and facilitate solutions to ensure that the individual/ team has the right level of skills/knowledge to achieve results.
- Coach and develop both the team and its individuals, identifying and progressing on the job training needs of self and team members.

### **Knowledge, Skills & Experience**

#### **Essential**

- Degree level or relevant significant experience within sector/group
- Extensive sector knowledge; significant experience in at least 1 of the target groups (listed below)
- Experience of developing and successfully managing a budget
- Strong communicating and influencing skills with senior stakeholders internally and externally (Director level)
- Skills in identifying and delivering/balancing the competing needs of different segments of the profession
- Track record of delivering complex projects to tight timescales
- Evidence of driving engagement through pro-active product/service development for specific audiences
- Successful experience of managing and developing a team of staff - **Lead Product Manager only**

#### **Desirable**

- Sound understanding of the legal environment and the issues affecting member firms



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## Dimensions

- Performance manages team of staff
- Manages the budget supporting divisional activities and programmes
- Communities represent 50% + of total membership and are a strategic focus for the Society. Aim is to grow membership of each group (and increase potential revenue generation from each)
- Key communities to be managed with a relationship executive to lead as follows:
  - Sole Practitioner and Small firms
  - In house counsel (incl Local Government, CPS, Government legal service, GC 100)
  - Association of Women Solicitors, Junior Lawyers Division, Lawyers with a Disability Division
  - Minority Ethnic (incl Black Solicitors Network, BGLT, Muslim Lawyers, Asian, Turkish and Chinese Networks)
- Law Management
- Property
- Private Client
- Civil Justice
- Competition
- Equality and Diversity
- Family
- Advocacy
- International
- There will be extensive crossover with the RMs and collaborative working. Members in top 200 firms for example may be a member of one or more of the communities targeted from this central team

