



The Law Society

Supporting Solicitors



Product Manager (Schemes)¹

Job purpose:

- To pro-actively manage, lead and direct a portfolio of products (schemes) to which he/she is assigned.
- To drive product revenue and broad market appeal through the quality, relevance and value of the overall product 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 a holistic presentation of product and service, aligned to the needs of target segments.
- To work closely with marketing to produce timely, effective and compelling marketing initiatives to improve product awareness and understanding (buyers and sellers), and drive take-up and renewals (sellers)

Key Accountabilities

- **Product strategy and lifecycle management:** To proactively manage the product(s) within their assigned portfolio, and to do so in line with the Law Society's business plan and goals, by:
 - Reviewing the product offering - its market attractiveness, relevance and quality.
 - Conducting regular competitive analysis and giving careful consideration to external/market needs as well as the regulatory backdrop. To work closely with Business Development and Business Performance, using customer needs and feedback data and conducting timely external (committee) key stakeholder engagement.
 - Scoping qualitative and quantitative market research and liaising with Business Performance. Securing member feedback via formal governance structures and engaging with Policy, Regional Managers and BD/Sales teams internally.
- **Product enhancements:** Work closely with relevant external governance groups, internal Policy and Service Delivery to prepare business case documents for any product developments/modifications - identifying costs, benefits, delivery/fulfilment timeframes, resource needs, challenges, constraints/dependencies and marketing requirements.
- **Positioning:** Develop and refine the core positioning and messaging for the product(s) by priority market segment.
- **Marketing plan:** Prepare robust and innovative marketing plans for both buyer (consumer) and seller audiences (law firms and individual practitioners as relevant).
 - Prioritise schedule and deliver key marketing initiatives and communication activity targeting member/subscribers by priority segments.
- **Product prominence:** As part of a fully integrated marketing effort, identify and secure suitable third parties that can endorse and enhance scheme prominence and profile - with particular focus on the strategy and tactics for improving buyer (consumer) awareness and understanding.
- **Packages:** Establish relevant 'product packages' (e.g. Accreditation and Section membership) to strengthen value proposition and appeal of the offer to target segments.
- **Budgets:** Manage the product and product marketing budget and prepare annual budget submissions (based on annual plans).
- **Governance and stakeholder engagement:** Prepare and provide regular (6 weekly) updates to committees and manage committee engagement where relevant.
- **Objectives and KPIs:** With guidance from the business plan and line manager; set objectives and KPIs for the product(s). Monitor and report product performance against key

¹ Schemes = Accreditation Schemes. The schemes promote high standards in legal service provision and ensure that clients are easily able to identify legal practitioners with proven competency in given areas of law. They also ensure that scheme members maintain relevant standards of competency and expertise by means of periodic reselection, re-accreditation and re-authorisation. Accreditation is a dynamic process and members are actively engaged in shaping and directing the development of each scheme, sharing best practice and contributing to standards.



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metrics e.g. revenue, take-up and renewal.

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, including coaching.

Knowledge, Skills & Experience

Essential

- Educated to degree level as a minimum or equivalent
- Experience of working in the professional services, "member services" or "knowledge-based" industry. Track record of successful managing and/or delivering value-enhancing, revenue-generating and/or profitable products and services
- Proven experience in leading and implementing a "partner" approach to stakeholder management
- Proven ability to build strong networks and to develop key relationships both internally and externally to ensure a relevant "joined-up" service offering to target member segments is delivered
- Consistent track record of delivery outstanding results
- Excellent analytical skills delivering action and outcome-oriented plans
- Financial management experience
- Familiar with client-centric product management and marketing models
- Proven track record in product management and marketing
- Familiar with managing complex cross-functional projects and matrix-management
- Intuitive understanding of the principles of managing, instigating and leading product change
- Proven experience of leading, managing, coaching and co-ordinating a team, and effectively managing performance, to secure successful results - **Lead Product Manager only**

Desirable

- Experience of legal professional practice and/or other professional/member services
- Knowledge/Understanding of changing legal landscape and/or emergence of new regulatory bodies and the implications this may have on organisation's practice(s)
- Project management skills, qualification advantageous
- Professional marketing qualification (CIM etc) advantageous



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Dimensions

- The management/refinement and development of products (product 'lifecycle')
- Work with a network of contacts inside and outside the industry to keep abreast of developments in the legal sector
- Strong and effective relationships with key external stakeholder, in particularly committees and 3rd parties (partners and alliances offering content, services, technology etc)

