



# Supporting Solicitors



## Editorial assistant

### Job purpose:

The Editorial Assistant is responsible for the management of a number of digital resources covering a broad range of legal disciplines. Responsibilities will include producing and distributing regular e-newsletters; uploading content to content management systems; and monitoring websites to ensure they remain up to date and engaging.

In addition, the role includes opportunities to start to enhance and develop commissioning experience, under the guidance of the Editor and Editorial Manager. The Editorial Assistant will assist the Editor in managing the content for our Communities – special interest groups designed to support solicitors in their everyday work and legal practice. Tasks will include researching trends and developments in law and practice, and commissioning and editing online content for the Community.

The role involves building excellent working relationships with internal and external stakeholders at all levels, and requires high digital literacy and excellent verbal and written communication skills, as well as a sharp eye for detail, an excellent grasp of grammar, and the ability to learn new software quickly.

### Key Accountabilities

#### Digital

- Produce regular e-newsletters, including maintaining schedules, coordinating content from across the Law Society, and laying out and distributing e-newsletters using appropriate software.
- Provide technical and editorial web support to Communities Product Managers. Act as web editor on Communities websites and for Communities content on the main corporate website. Monitor content to ensure it is up to date; remove / archive old content; identify and add additional news and other content where appropriate; and source appropriate images to accompany content.
- Use reporting tools such as Google Analytics, analytics within our e-newsletter distribution software, and Hotjar (which captures real website user behaviour and experiences) to monitor and report on user engagement and make recommendations for improvements to better meet the needs of the audience.
- Upload online versions of articles from our print magazines using InDesign, Photoshop and our content management system.

#### Editorial

- Co-manage content for assigned products (likely to be the Civil Litigation Section) that is lively, interesting and appropriate to the audience. Research and keep up to date on trends and developments in the sector and commission articles from internal and external suppliers.



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- Provide editorial and administrative support on print magazines, including proof-reading.
- Edit and adapt content as required, securing approval of content from relevant stakeholders, and copy-edit, proofread and quality control before publication. Edit content to house style, and also to house tone of voice where appropriate.

### Other

- Support the Editor and Editorial Manager to deliver the content and digital strategies, in line with the organisation's objectives and business plan.
- Undertake other tasks and duties as may be required, commensurate with the level of the post, as requested by the Editor and Editorial Manager.



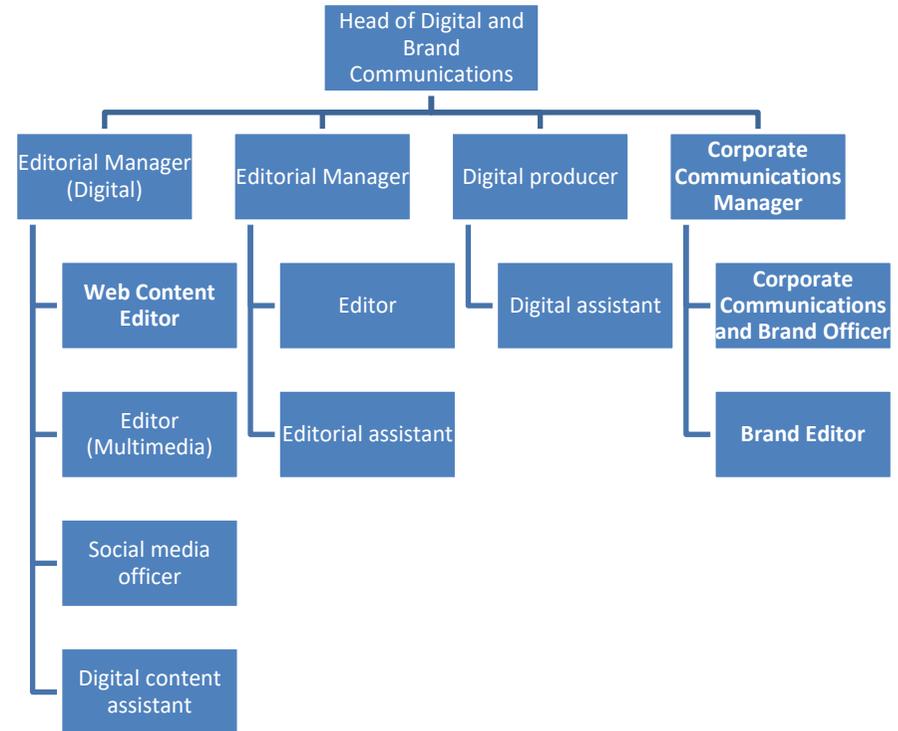
## Knowledge, Skills & Experience

### Essential

- Experience in copy-writing, copy-editing and/or proofreading
- Experience of web publishing using content management systems
- Experience of MS Office Applications
- An understanding of HTML for webpage layout and some experience of HTML editing
- Excellent written English, an engaging and clear writing style and excellent grammar
- Eye for design (including the ability to generate ideas for graphics and photos to accompany articles)
- Excellent attention to detail
- The ability to learn new software packages and put that learning into effect quickly and effectively
- Good communication and interpersonal skills and the ability to interact with stakeholders at a variety of levels
- Self-motivated, flexible and proactive attitude
- Good organisational skills including the ability to manage and reconcile competing priorities, forward plan and organise own work

### Desirable

- Experience of producing e-newsletters and online corporate communications
- Knowledge of the print production process, from concept to delivery
- An interest in the legal sector





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- Experience of Adobe Acrobat Professional, Photoshop and Dreamweaver
- Experience of using web analytics packages to produce traffic reports
- Experience of working within professional / membership organisations.
- An understanding of SEO and user experience

## Dimensions

- Ability to prioritise own workload and to determine effective processes to keep all tasks to deadlines
- Working across all levels of the organisation as well as with external stakeholders
- Requirement to work autonomously and to proactively identify the best ways to support the Product Management and Digital Publishing team