



**Supporting
Solicitors**



Job Title: Web Content Editor, Gazette

Job purpose: Managing the Gazette website and increasing traffic to the site

The web content editor is responsible for the publication of a number of Law Society digital resources, predominantly for www.lawgazette.co.uk. Responsibilities will include editing and loading content, author and stakeholder management, and coordinating all the Gazette digital channels.

The web content editor combines solid editorial and project management skills with a flair for digital innovation and website management. They will work closely with the publishing manager and editor, providing editorial and web support. They will also work on a range of other projects as required, including the Law Gazette App, daily newsletter, website comments and database management.

Key Accountabilities



- Responsible for helping to increase traffic to the Gazette site
- Managing the site
- Compiling, editing and sending out a daily email newsletter to more than 216,000 subscribers
- Editing/proof-reading a high volume of articles each day and working in a content management system
- Preparing and adapting the print edition of the magazine for online publication each week
- Editing and publishing a weekly tablet app edition of the magazine, sending out a notification email to subscribers
- Training colleagues how to use the CMS and associated technology
- Reading several user comments daily to check for defamatory/abusive posts, removing them accordingly
- Liaising with an external web development agency to ensure technical issues/developments are dealt with in good time
- Updating 'microsites' when tasked with this and building CMS pages using HTML
- Liaising with contributors in regards to ambiguities in articles
- Managing the Gazette's social media feeds (Twitter, Facebook, LinkedIn), promoting online articles and moderating contributions
- Sourcing images from picture agencies and editing them in Photoshop
- Working with other departments, such as Gazette Jobs, to design/send out email newsletters, using Dreamweaver and Email Hosts
- Administrative tasks, such as updating and keeping accurate email subscriber lists in Excel
- Occasional web traffic reporting (Google Analytics)

Knowledge, Skills & Experience



Essential

- Degree level, or relevant experience within legal / professional services sector
- Experience of editing complex copy for digital output
- Experience of using content management systems to upload content to websites (preferably Abacus webvision or similar)
- Experience of html, especially to produce e-newsletters
- Experience of developing and delivering products
- Knowledge of the digital production process, from concept to delivery
- Excellent written English, including the ability to write in clear English
- Eye for design and attention to detail
- Knowledge of the defamation act and libel laws

Desirable

- Understanding of the legal market
- Knowledge of the print production process, from concept to delivery
- Professional editorial or digital media qualification
- Photoshop
- Google analytics



Planning & Organising

- Ability to prioritise own workload and to determine effective processes to keep all tasks to deadlines
- Self-motivated, flexible and proactive attitude
- Strong team player – able to interact with stakeholders at a variety of levels and across functions, and manage expectations to ensure objectives are met
- Good planning and organisational skills – able to prioritise workloads effectively and manage competing and changing priorities

Dimensions

- Excellent interpersonal, negotiating and influencing skills
- Requirement to work autonomously and to proactively identify the best ways to support the editorial team

Organisation Chart

