

## Job title: Content Developer

**Job purpose:** To identify, validate, develop and produce new and updated high-quality content for licensing through existing channels to support Law Society members in their day-to-day work and to meet minimum revenue targets.

### Key Accountabilities

- Lead on the growth and development of Law Society licensed content (forms, precedents and other practical tools to help legal practitioners).
- Support the Product Strategy and Development Manager in idea generation for growing the licensing portfolio and research to validate identified opportunities.
- Work with and effectively relationship manage Law Society committees and dedicated working groups to identify member content needs.
- Conduct external market research with Law Society members to validate needs identified by internal subject matter experts and conduct analysis of the commercial feasibility of new content for licensing.
- Initiate and follow up new leads and work with contributors or existing licensed organisations ('licensees') to produce fully developed new content and product proposals (inclusive of financial projections) to pitch to the Product Strategy and Development Manager and present to senior management.
- Meet new and updated content targets based on 12-month revenue forecasts and ensure delivery targets for annual content programme are met.
- Pitch new content and products effectively to the licensee base to secure their support for new content for licensing.
- Identify new expert contributors where required along with managing existing contributors from internal working groups.
- Agree contractual terms with all contributors, including content delivery dates and remuneration rates where relevant, and manage contributors effectively to ensure content meets quality expectations, is presented in line with editorial guidelines, and is delivered on schedule.
- Develop content in specific subject and practice areas that exploit the strengths of the Law Society brand and existing strengths in forms licensing.
- Collaborate with internal policy colleagues to develop content ideas and co-manage existing relationships with external third-party contributors.
- Manage existing licensed content to ensure updates are delivered as required and out-of-date content is discontinued when no longer required.
- Work closely with the Publications team on licensed content generated from books developed by that team.
- Take ownership for the relationship with the editorial contact at each existing licensee organisation, ensure all content updates are delivered to them by agreed deadlines, and manage the editorial process to approve the typeset proofs of new or updated content from each licensee.
- Maintain accurate information about, and awareness of, competitor content activity.
- In collaboration with the Product Strategy and Development Manager, identify opportunities for content digitisation.
- Develop and maintain a high level of knowledge of current and general issues within the legal profession and a good understanding of current and new licensing channels and apply this knowledge to the development of new products.
- Manage additional content development work as required within the Commercial Development team.

<p><b>Knowledge, skills and experience</b></p> <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Proven experience of working in a professional publishing environment, preferably in a commissioning or content development role.</li> <li>• Commercially minded, with experience in revenue generation and product development.</li> <li>• Strong organisational and negotiation skills.</li> <li>• Ability to communicate effectively with people at all levels, internal and external to the organisation.</li> <li>• Excellent time and project management skills: ability to plan, multi-task and prioritise work to ensure that all activities are completed within deadlines.</li> <li>• IT literacy, including all Microsoft Office packages.</li> <li>• A self-starter who works well alone and as part of a team.</li> <li>• Ability to cope well under pressure.</li> <li>• Educated to degree level, or equivalent.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience working with legal content and knowledge of current and general issues within the legal profession.</li> <li>• Experience with content digitisation and delivery of editable content through online platforms.</li> </ul>	
<p><b>Planning &amp; Organising</b></p> <p>This is a varied and demanding role, involving managing a diverse team of contributors and subject matter experts. The job holder will be expected to develop a network of contacts and potential contributors amongst practising solicitors, consultants and subject matter experts, and to act as a sounding board for ideas.</p> <p>The job holder will research and evaluate ideas based on the needs of particular segments of the legal market and source appropriate contributors,</p>	

reviewers and ultimately licensees for new content (from the existing licensee base).

Negotiations with contributors will occur on a regular basis and will revolve around issues such as agreeing appropriate contractual terms and effective management to ensure contributors meet delivery targets.

The post holder must maintain a high level of knowledge of current and general issues within the legal profession and have the intellectual capacity to grasp the key issues within varied subject areas and discuss these with potential authors.

### Dimensions

Identifying and delivering a programme of new content during the course of the year, and maintaining a backlist of existing forms and precedents, takes a high degree of organisational skill.

The job holder will be required to research and propose new ideas, and upon approval to commission the most appropriate contributor for a particular project and decide what contractual terms to offer.

The job holder must be comfortable setting deadlines and ensuring delivery dates. They will need to propose the economic parameters of new projects, e.g. development costs, contributors' remuneration rate, etc.

When developing content, the job holder must be comfortable in using their best judgement when dealing with any problems or issues that arise.

By evaluating processes used in the development and planning of licensed content and making changes where needed, the job holder ensures the Law Society's strategic aims are achieved.

### Organisation Chart

