



The Law Society

# Supporting Solicitors



## Product Manager (Accreditation Schemes)<sup>1</sup>

### Job Purpose

- Manage a portfolio of assigned accreditation product(s) to grow new product revenue and retain existing income through the relevance, quality and value of the overall product proposition.
- Analyse market trends and use research to inform product strategy and lifecycle management.
- Clearly define the product value proposition for members (law firms) and buyers (consumers) and communicate messaging consistently across all channels.
- Work closely with other functions to develop and implement targeted marketing and communication programs to achieve revenue targets, increase market awareness and product usage amongst target buyers (consumers).
- Approach the role in accordance with the Law Society's values and strategic principles of Commercial Affairs.

### Key Accountabilities

- **Product strategy and lifecycle management:** Proactively manage accreditation product(s) within the assigned portfolio to meet business goals and financial objectives by:
  - Reviewing the product offering - its market attractiveness, relevance and quality.
  - Working closely with Business Performance to conduct qualitative and quantitative research to understand the competitive landscape, market drivers, members' views and the regulatory backdrop.
  - Securing feedback from multiple stakeholders as part of the product management process via formal governance structures (committees), engaging with Policy, technical advisors, Regional Managers and others.
  - Working closely with relevant governance groups, internal Policy and Service Delivery to prepare business cases for new product developments / modifications - identifying costs, benefits, delivery/fulfilment timeframes, resource needs, challenges, constraints/dependencies and marketing requirements.
- **Value proposition development:** Translating research findings and other feedback / insights into clearly defined product features, advantages and benefits that resonate with members (law firms) and target buyer segments (consumers). Ensure consistent communication of messaging across all channels.
- **Pricing and packages:** Establish relevant 'product packages' (e.g. Accreditation and Section membership) to strengthen value proposition and appeal of the offer to members.
- **Marketing planning:** Work with Product Marketing, Communications, Events and Service Delivery to lead the development of robust and innovative 'go to market' plans for new and existing products, targeting members and buyer segments:
  - Prioritise marketing and communication activities to meet key objectives: increase market awareness, grow new revenue and sustain existing revenue (renewals).
  - Where relevant, identify and secure suitable third parties that can help endorse and enhance the prominence of accreditations - with particular focus on improving buyer

<sup>1</sup> 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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(consumer) awareness and understanding.

- **Budgets:** Manage the budget expenditure for assigned products and contribute to annual budget planning submissions.
- **Governance and stakeholder engagement:** Attend committee meetings (technical, assessment, appeals) and manage engagement where relevant. Provide regular updates to committees.
- **Objectives and KPIs:** With guidance from the Lead Product Manager; set product objectives and KPIs. Monitor / report against key metrics e.g. take-up and renewal rates etc.

## Knowledge, Skills & Experience

### Essential

- Educated to degree level as a minimum, or equivalent.
- Experience of working in the professional services sector, "member services" or a "knowledge-based" industry.
- Proven track record in product management and marketing and a track record of successfully managing revenue-generating and profitable products and services.
- Ability to review market analysis to uncover underlying drivers, assess potential impact and subsequently develop the product offer and value proposition.
- Experience of working in a matrix environment to engage / manage multiple stakeholders to deliver projects in partnership with other functional departments.
- Experience of leading projects in their entirety and in handling multiple projects with strong project management.
- Proven ability to build strong networks and relationships (internally and externally) to ensure member product offers are "joined-up"..Intuitive understanding of the principles of managing, instigating and leading product change.
- Experience in developing and delivering 'go-to market' marketing and communication action plans, with clearly defined success and performance metrics.
- Ability to work within a defined budget for projects and manage associated expenditure.
- Excellent attention to detail and effective time management to meet deadlines for multiple projects.
- Articulate and strong written and verbal communicator; comfortable presenting at all levels.

### Desirable

- Understanding of the changing legal landscape and/or emergence of new regulatory bodies and the implications this may have on law firms and practice management.
- Project management skills, qualification advantageous.
- Experience of online marketing tactics (direct implementation or managing an agency), including search engine optimisation (SEO) and paid search (SEM).
- Professional marketing qualification (CIM etc.) advantageous.

## Dimensions

- 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 stakeholders, in particularly committees and 3rd parties (partners and alliances offering content, services, technology etc).



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