

## Business Content Assistant (E)

**Job purpose:** The Business Content Assistant supports the production, maintenance and continual improvement of Law Society member content, both on and offline, ensuring it effectively engages the target audience and delivers the content and communications strategy. The role combines editorial skills and the ability to deliver content that meets the needs of a diverse and discerning membership.

### Key Accountabilities:

- Provides editorial assistance, including chasing, editing and proofreading copy, compiling content, and liaising with others involved in the production process when required
- Together with the Business Content Manager(s) manages the production of member magazine(s), including maintaining schedules, sourcing and commissioning content, managing contributors and proofreading
- Maintaining tailored membership website content, including proactively adding and regularly reviewing content for currency and usefulness, and commissioning website-exclusive content
- Assists with editing and compiling promotional (member offer products and services) collateral for members as and when required
- Finding appropriate and experienced authors for articles, and developing and maintaining professional and productive working relationships, including during copy-chasing and editing stages.
- Effectively editing complex copy for length, tone and/or structure, to a high standard, without losing meaning or authorial style, including on topics which may not be familiar or easily understood
- Helps identify key topics of primary interest to the profession to cover as news stories or articles (to be approved by Business Content Manager(s)) in order to make sure content is of real benefit to members
- Assesses quality, topicality and relevance of commissioned content for the target audience, and making decisions about how to edit and stylise it, to make sure content is readable, engaging and is in line with TLS brand guidelines
- Provides administrative support to the Business Content Managers, including writing communications for magazines and distributing copies of magazines to authors
- Provides other editorial support as required

### Knowledge, skills and experience

#### Essential

- Degree level or equivalent
- Experience of editing and proof-reading copy, preferably for the legal sector or for a professional / B2B / membership body audience
- Excellent grasp of grammar
- Experience of writing copy desirable
- Excellent written and oral communication skills
- Good organisational skills including the ability to multi-task and work to multiple, conflicting deadlines
- Ability to work autonomously and as a member of a small, high-performing team, as well as in a matrix management structure with other teams
- Self-motivated, flexible and proactive attitude
- An ability to know what formats and technologies work best for what content and to maximise engagement
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#### Desirable

- Knowledge of the legal profession
- Knowledge of a membership organisation
- Experience in marketing
- Professional editorial qualification
- Experience in using design and image-editing software (particularly Photoshop)
- Experience of working with external authors who are experts in their fields
- Understanding of magazine production processes

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