

Editorial Services Manager

Department: Brand & Communications

Organizational Relationship: Reports to the Editorial Services Senior Manager

FLSA Status: Exempt

Last Updated: April 24, 2024

General Summary:

The Editorial Services Manager is a key contributor within the Brand & Communications Department, who manages a broad spectrum of editorial and writing projects. This role requires a hands-on approach to editing and writing tasks, including elements of marketing campaigns and related collateral, thought leadership, digital copy, and other brand-related communications, ensuring these projects align with the firm's strategic vision.

The Manager collaborates with attorneys, the Business Development team, and other administrative departments to refine and produce content that resonates with both internal and external audiences. As a central figure in the Editorial Services team, the Manager provides guidance on content development, style, tone, and grammar, and facilitates the smooth transition of content from conception to production.

Essential Duties and Responsibilities:

“Essential duties” are those that an individual must be able to perform with or without reasonable accommodation.

1. Oversees the creation and refinement of written content, ensuring it supports the firm's strategic objectives
2. Supports the development of content for channels and new formats to promote our brand, capabilities, and insights
3. Maintains high-quality standards for all content produced by the team
4. Manages or delegates project oversight to ensure the timely and precise delivery of work products to internal clients
5. Facilitates strategic communication within the team and with internal stakeholders
6. Keeps abreast of the firm's priorities, industry news, and communication trends
7. Safeguards the consistency and confidentiality of information across all firm communication platforms
8. Collaborates on recruiting, onboarding, training, and mentoring team members, to enhance their professional development
9. Encourages effective work practices and foster a respectful and cooperative team environment

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10. Leads specific editorial initiatives, including attorney biography updates, thought leadership editing, award submission drafting, and the development of various marketing communications
11. Generates performance evaluations and recommends salary increases, working with Human Capital & Talent to recruit, hire, train, coach, and manage the performance of employees
12. Promotes effective work practices, works as a team member, and shows respect for co-workers

Position Specifications

Education

- Bachelor's degree or equivalent in English, journalism, or communications required
- Four years' relevant training and experience may be considered in lieu of a degree
- Legal degree or graduate degree in communications or business preferred

Work Experience

- A minimum of seven years' communications, public relations, and/or journalism experience required

Knowledge, Skills & Abilities

- Solid understanding of the business development cycle in a professional services organization
- Knowledge of B2B marketing concepts
- Proficiency in Microsoft Office, project management software like Asana, MS Teams, as well as content management systems
- Ability to use AI tools for content enhancement and efficiency improvements
- Familiarity with AP style and the ability to adhere to specific style guidelines
- Strong interpersonal skills for managing multiple projects and effectively interacting with individuals at all organizational levels
- People management skills, including the ability to recruit, train, and foster a supportive team atmosphere
- Project management skills
- Excellent language skills for writing and editing marketing content, ensuring clarity and adherence to quality standards
- Ability to communicate complex ideas to time-pressed internal clients
- Ability to conduct effective interviews and meetings with attorneys
- Ability to manage expectations, balance project timelines, and motivate colleagues to achieve project goals
- Creative and practical language skills to enhance the firm's messaging to clients
- Ability to work in a team-oriented environment with a customer-service focus
- Analytical problem-solving skills and the ability to make sound decisions
- Organizational skills to manage time effectively and meet multiple deadlines

Physical Demands

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- Extensive time using a computer including use of a PC keyboard and mouse or similar data input devices is required.

Working Conditions

All Latham & Watkins positions are in a typical indoor office environment.

The statements contained in this position description are not necessarily all-inclusive; additional duties may be assigned, and requirements may vary from time to time, and from location to location.