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| Job Title | CPD Projects Manager |
| Team | CPD & Training |
| Reporting to | Head of CPD & Training |
| Responsible for | CPD Projects Officer x 2 |
| Job purpose | To manage, deliver and develop content across a broad portfolio of CPD projects on behalf of the Law Society CPD & Training team. This includes project management of our certification courses, Trainee CPD, essential skills courses, online CPD modules and others. |
| Key responsibilities | <ul style="list-style-type: none"> • Devise and implement commercial/engagement strategy to ensure CPD Online; TCPD; Essential Skills and Certificated Courses each grow year-on-year • Project manage Law Society of Scotland CPD training courses including speaker acquisition, organisation, marketing, promotion and evaluation • Line manage CPD Project Officers in each of key areas outlined above • Ensure projects team are working across all operational aspects, including but not limited to: delegate registration and customer journey; speaker/trainer liaison; formats and online/remote hosting of sessions • Ensure strategic direction and best use of processes for back-end IT systems including our integrated Learning Management System (LMS), Zoom, iMIS, Informz and Umbraco • Develop and improve Trainee CPD offering by refining programme, marketing to new audiences and delivering first class training environment for trainees • With the CPD Research Team develop, improve and add further certification and essential skills courses • Budget responsibility for expenditure and responsibility for procurement decisions for suppliers, negotiating best rates and service contracts • Work with external partners and internal colleagues to identify gaps in our offering and develop new long form blended learning courses • Drive marketing strategy for named projects across digital channels including social media, websites and HTML marketing tool (as well as traditional channels such as Legal Publications). |

- To develop and manage budgets, including an analysis of profit and loss as well as reviewing invoices for accuracy and approving payment

Date

March 2024

| | Essential | Desirable |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Qualifications & training | <p>Experience or qualification in any of the following areas:</p> <ul style="list-style-type: none"> • Event management • Marketing or business studies • Project management | <ul style="list-style-type: none"> • Membership/professional body experience • Line management |
| Work experience | <ul style="list-style-type: none"> • Proven record of delivering services for a membership organisation and/or in a commercial environment • Proven record of risk analysis to identify improvement areas • Record of creating and implementing new processes and procedures • Demonstrable experience of relationship management and leading on complex processes involving multiple stakeholders • Experience of organising, marketing & promoting high profile, complex events/projects • Experience of working with and producing on-line learning | <ul style="list-style-type: none"> • An understanding of continuing professional development (CPD) delivery and its challenges across all channels including digital • Experience in legal sector (or similar eg accounting, public sector) |
| Knowledge & skills | <ul style="list-style-type: none"> • High level of organisational, planning and marketing skills • Ability to lead on standards/process implementation • Commercial awareness • Budget management • Highly effective stakeholder management and customer engagement skills • Outstanding communications skills – both written and oral • Prioritisation of workload and time management • Demonstrable experience of various content management and event management tools | <ul style="list-style-type: none"> • Familiarity and experience of customer relationship management systems • Interest in developing knowledge of the legal sector and ability to think critically around legal issues |
| Competencies & values | <ul style="list-style-type: none"> • Self-management and self starter • Team working • Energetic and enthusiastic approach • Contributes to good team spirit | |

- Manages time effectively
- Listens and responds appropriately to individuals at all levels
- Positively manages changing priorities

Other

- Flexible – job may involve some unsocial hours/overnight stays
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