Join the NLR Team

Current Openings at the National Law Review
(As of September 25, 2021)

Business Development Manager

Business Development & Publishing Support Specialist - Entry Level

Office Operations Manager (Full or Part Time)

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The National Law Review is seeking a dynamic, qualified Business Development Manager to join our team.

About the Company:

The National Law Review (NLR) publishes articles and regulatory alerts from the nation's premier law firms, law schools, regulatory agencies, and professional associations and we also cross-promote several legal and other professional events per month. We are one of the highest volume legal websites in the United States.

About the Position:

The ideal candidate will be skilled in web monetization and online revenue optimization. Strong relationship management skills, a proven record of identifying select new customers, and exceeding sales targets and consultative selling are a must. Understanding of B2B media (digital strategy, content marketing, eNewsletters, webinars, podcasts, and custom events), and experience selling to marketing VPs and C-level executives required.

You’ll play a key role in driving new business opportunities and enriching our prospect database. The goal is to drive sustainable financial growth through custom promotional options and publishing subscriptions and maintaining strong relationships with clients.

Responsibilities:

- Implementing a business development strategy by cross-selling a range of B2B media products including publishing, advertising, webinars in the legal and professional services arena.
- Follow up on incoming inquiries and cross-sell existing clients.
- Creating and quoting advertising packages / developing new streams of revenue.
- Develop a monetization strategy for a classified advertising section.
- Continually deepen knowledge and understanding of segments we serve and the online advertising and publishing industry; research to identify new markets and customer needs, understand and adhere to the brand’s editorial and partnership standards.
- Maintain an active sales pipeline with accurate reporting in CRM.
- Monitor ad campaign performance and provide analytics reporting/delivery discrepancies and implementation to clients.
- Proactively identify opportunities for workflow efficiency and improvement, automation, and partner with our team to implement new processes.
- Uphold specific NLR policies and procedures and those of advertising and publishing clients, including GDPR, CCPA, and other requirements.
- Occasional travel to trade shows and other industry events as necessary post-COVID restrictions.

Knowledge, Skills & Abilities:

- Minimum 2 years B to B advertising sales experience.
- Previous digital ad operations experience, in a news or publishing operation, is strongly preferred.
- Working understanding of programmatic ad campaigns, as well as ad serving/bidding platforms and auctions.
Working knowledge of 3rd party ad server, partners, and networks, GAM (Google Ad Manager), Google Analytics, Facebook advertising rich media technology, display, and video ad serving platforms.
Highly preferred: experience in Legal and/or Financial Services or other professional services business development.
Virtual meeting skills are required; prospect calling and follow-up.
Using and configuring HubSpot or other similar CRM platforms.
Highly professional self-starter who can work with minimal supervision both independently and as a team with other professionals and consultants.

Salary & Benefits:
- Base salary + commission
- Primarily Remote may need some in-person attendance for training and events
- PTO and Sick Time
- QSEHRA (Qualified Small Employer Healthcare Reimbursement Account)
- 401k Program added 1st quarter 2022

Main Company Locations:
Illinois; Colorado; Florida; North Carolina; Washington. The position is largely remote with the exception of in-person events/meetings once COVID restrictions lift.

Employment Type
Full-time

APPLY TODAY!

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Business Development & Publishing Support Specialist - Entry Level

The National Law Review publishes legal news from the nation's premier law firms, law schools, regulatory agencies, and our own journalists and we also cross-promote several legal and other professional events per month. We are one of the highest volume legal websites in the United States.

We work with very large law firms, so you must have an incredible eye for detail and be a consummate professional.

We're a website and you would be helping improve and continue to implement our business development and publishing systems in a remote working environment- so excellent computer and communication skills are non-negotiable.

Capacity to manage multiple concurrent projects and work well under pressure adapt quickly, to changing requests, have pride in your work and get along with others and communicate effectively in a remote working environment.

We publish around the clock, so we have some flexibility in scheduling but require a minimum of a three-day-a-week commitment and availability during core US business hours. The candidate will be learning how to publish news in a fast-paced environment, we require experience with SEO, Social Media, and creating formatting content for news websites.

Responsibilities:

Publishing Team - Website, Newsletter & Social Media Support
- Upload, format, and classify content and edit photos, videos, and webpages for SEO and clarity.
- Review and edit other team members’ content for proper, SEO tagging and text and image formatting, legal and jurisdictional classification.
- Compose and manage social media posts to attract maximum exposure and conversion and engage and grow the NLR’s social media following.
- Be part of a rotating team who compile, and test send daily subject area email newsletters.
- Work with other team members to further develop the website and add additional new features and products to enhance user experience and team workflow.

Business Development Support / Marketing Partnership Management
- Monitor and manage partnership agreements (conference & advertising) including tracking partners' performance and NLR’s performance of contractual obligations.
• Ordering and maintaining an inventory of promotional supplies / Coordinate the distribution and shipment supplies to conferences.
• Locate and obtain and contact information for advertising and publishing clients and prospects.
• Business development & lead follow-up/qualification.
• Management of promotional materials and online media kit.
• Maintain and update contacts in a CRM and bulk email system.

Operational Based:
• Generate ideas and ways to implement, streamline and improve the company's processes.
• Attend legal marketing, SEO, and publishing professional association events to grow knowledge of legal marketing and content marketing, and SEO best practices.
• Be diligent in checking workflow, manage and communicate priorities and communicate progress on special projects in a multi-tasking environment.
• Use and improve personal understanding of Google Search Console, Moz, SEMRush, and other similar tools for checking website health and SEO maximization.

The Impact You’ll Have:
You’ll support our publishing and business development teams and learn leading-edge publishing, SEO and social media skills along the way. We always hire with an eye for advancement, each member of our publishing and web management team started in a publishing support role.

The day-to-day support you provide our Business Development Manager directly adds to the company's brand and bottom line.

Who You Are:
• Organized, self-motivated, decisive, and positive. Proactive communication skills, both written and oral with both team members and clients.
• Familiar with law firms, professional services companies, and business law concepts.
• The capacity to manage multiple concurrent projects and work well under pressure, adapt quickly to changing requests, work independently, have pride in your work, and get along with others.
• Have demonstrable proficiency in Microsoft Office, GSuite, Zoom, Slack photo editing software, and bulk emailing and CRM systems, preferably HubSpot.
• Knowledge of on-page and off-page SEO best practices, SemRush, Moz, dlvr.it and experience with WordPress and Drupal.
• Earned an undergraduate degree, preferably in journalism, media studies, or marketing.

Job Type: Part-time / During Core Business Hours Monday to Friday

Benefits for 25 hours per week+:
• Competitive hourly rate - opportunity to advance to a salaried position.
• 401(k)
• Sick Leave + PTO Program
• QSEHRA (Qualified Small Employer Health Reimbursement Account)

Candidates should be authorized to accept employment in the US from any employer.

APPLY TODAY!

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Office Operations Manager (Part Time)

Company The National Law Review Job Location Chicago, IL (Partially Remote – Near Western Suburbs)

Job description

The National Law Review publishes legal news from the nation's premier law firms, law schools, regulatory agencies, and our own journalists and we also cross-promote several legal and other professional events per month. We are one of the highest volume legal websites in the United States and we are looking for a talented individual to help keep all the things we have going on moving forward and to provide exceptional client-focused and proactive service for both internal and external clients.

We work with very large law firms, so you must have an incredible eye for detail and be a consummate professional.

We're a website and you would be helping improve and continue to implement our office systems in a remote
working environment- so excellent computer and communication skills are non-negotiable.

Capacity to manage multiple concurrent projects and work well under pressure adapt quickly, to changing requests, have pride in your work and get along with others and communicate effectively in a remote working environment.

**Responsibilities:**

- Track progress of the team's goals/ projects on a bi-weekly basis and report progress. Implement follow-up protocol.
- Schedule and manage weekly team meetings and plan team events and facilitate employee recognition programs.
- Employee scheduling and leave tracking, onboarding, scheduling employee evaluations, and other HR functions.
- Respond to requests from various state payroll tax agencies / WC reports.
- Account receivables follow-up / invoicing / payment / account renewal preparation and new contract processing.
- Implementing online contracts, managing the company’s cloud-based filing system, and update and maintain company procedures.
- Occasionally send & receive boxes/shipping labels for employees, clients, and conferences.

**The Impact You’ll Have:**

You’ll own the day-to-day administration of the company, with discretion, respect for all and excel at bringing people together. All team members work remotely in multiple states, so you’ll partner with the Managing Director in facilitating the activities of the publishing, business development, and web development teams.

This role requires a limited in-office presence for mail, unavoidable paperwork, and training. This is not negotiable, and you must have reliable transportation.

**Who You Are:**

- Organized, self-motivated, decisive, and positive.
- Undergraduate degree ideally in Business.
- Two years of Microsoft Office, GSuite, Zoom & Slack.
- Two years of Paychex Payroll, QuickBooks, and HubSpot CRM.

**Job Type: Full or Part-time / During Core Business Hours Monday to Friday**

**Benefits for 25 hours per week+:**

- Competitive hourly rate
- 401(k)
- Sick Leave + PTO Program
- QSEHRA (Qualified Small Employer Health Reimbursement Account)

Candidates should be authorized to accept employment in the US from any employer.

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