



Job Title: Manager, Business Development
Office: Boston
Reports to: Director of Business Development and Marketing
Status: Exempt

Position Overview:

This exciting role will work hand in hand with the Director of Business Development & Marketing to develop and implement business development initiatives throughout the Firm and supervise a team of energetic and talented Business Development Specialists. The qualified candidate will interface with all levels of the Firm from Management Committee to Managing Partners.

Critical Success Factors:

- Demonstrates proactive drive and follow up on projects while thinking outside of the box;
- Previous track record with identifying, developing and implementing best practices to expand cross-selling opportunities that yield high realization successes;
- Strong multitasking and project management skills and understanding how to prioritize projects;
- Demonstrates confidence and ability to work independently to enhance communications within and across practice groups, offices, and members of management;
- Ability to drive, maintain and execute traction with business development efforts;
- Collaboration with the business development team, outside vendors and consultants, and other administrative professional staff;
- Ability to mentor and supervise Business Development team.

Responsibilities:

- Develop a deep understanding of the Firm's practice areas, including services, expertise, clients and competitors. Serve as a firm-wide 'connector' who helps attorneys network with each other;
- Build strong business relationships with attorneys throughout the Firm;
- Collaborate with key stakeholders to develop, execute, and track various business development projects including identifying opportunities and making recommendations to expand existing client work, and enhancing cross-selling opportunities within the Firm's practice and industry groups;
- Provide support for specific new business pursuits – including pitches, RFP responses and capabilities presentations;
- Develop best practice procedures for various programs designed to enhance the service provided from the team including, creating custom proposal/RFPs, tracking opportunities and leads, calculating ROI on events and sponsorships, collecting experience data, and implementing a sales-focused CRM;
- Monitor market, industry and competitive trends for Firm practice groups. Conduct research related to clients, prospects, industry segments and competitors;
- Work with Practice Group Leaders to plan, facilitate and attend department and practice group meetings, record notes and follow-up items; circulate post-meeting summaries and expedite required follow-up with business development efforts associated with meetings;
- Manage key practice group information, including experience, client profiles, market intelligence and contact lists;



- Support the management of department and practice group budget processes;
- Manage conferences, events, seminars, webinars and other activities that offer networking opportunities and access to prospects for assigned attorneys;
- Collaborate with the Marketing & Communications Manager to develop new external marketing collateral and update content on Firm's website;
- Work with Marketing & Communications Manager to develop and raise practice area profiles through submission of rankings, surveys, league tables, sponsorships and practice group events;
- Support other administrative functions as appropriate at the practice levels with direct and regular interface with other business services support teams.

Qualifications:

- Bachelor's degree in business, marketing or related disciplines and/or combination of relevant experience preferred;
- 6-8 years of experience within a professional service organization (Legal or Accounting is preferred);
- At least 3 years of leadership, supervisory or management experience;
- Ability to establish credibility with legal personnel at all levels of the Firm;
- Demonstrates an efficient mix of confidence, tact, patience and persistence;
- Intellectual curiosity and eagerness to understand the Firm's mission and business priorities, practice activities and related market dynamics;
- Commitment to client service;
- High levels of organization, communication and writing skills;
- Flexibility and resourcefulness;
- High level of proficiency with all Microsoft programs (Excel, Word, PowerPoint) Microsoft Excel, Word and PowerPoint;
- Some travel may be required.

Brown Rudnick LLP is an Equal Opportunity Employer