



TITLE: Business Development Executive

LOCATION: London

REPORTING STRUCTURE: Reports to the Director of Business Development and Marketing

Position Overview:

The Business Development Executive's primary role is to proactively support business development and marketing projects in London and Paris, execute sophisticated client events, lead point for legal surveys/submissions and assist in the production of marketing materials in the London office.

The role will work with the London Marketing Executive to execute Europe specific initiatives and project while supporting firm wide projects with the guidance of the Director of Business Development and Marketing and US Business Development Manager.

Critical Success Factors:

- Highly motivated self-starter, highly organised team-player who can work with limited supervision;
- User-friendly, highly-responsive and hands-on project management style;
- Strong multitasking and project management skills and understanding how to prioritize projects;
- Ability to drive, maintain and execute traction with business development efforts;
- Sound judgement, ability to maintain confidentiality with sensitive issues, strong professional and ethical standards;
- Ability to establish credibility and strong working relationships with the Firm's management team, lawyers and staff members with an efficient mix of confidence, tact, patience and persistence;
- Analytical thinking and demonstrated business judgment;
- Excellent attention to detail; flexibility and resourcefulness; team oriented, ability to work independently.
- Collaboration with the business development team, outside vendors and consultants, and other administrative professional staff;

Responsibilities:

Event Support

- Manage all event logistics in areas that include, but are not limited to: invitations, lists, handouts, nametags, signage, room set-up, RSVP tracking and sponsor table coverage;
- Draft and distribute all internal and external communications relating to events and sponsorships;

- Provide support for conferences and industry events, including negotiating benefits to maximise value and exposure and managing the delivery of guest invitations, advertisements, attorney biographies and other marketing collateral;
- Liaise as primary contact between attorneys, administrative staff and external vendors to ensure event success;
- Work with attorneys to develop business development goals and action items for events and follow up with attorneys on further business development efforts.

BD and Communication Support

- Develop a deep understanding of the London's and Paris' 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 London and Paris office;
- 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;
- Prepare first drafts of pitches and credential statements;
- Maintain the appropriate inventory of firm marketing materials and keep attorneys and staff aware of new materials when published;
- Prepare first drafts of the submissions for legal directories and awards;
- Periodic creation of newsletters and client alerts.

Qualification:

- Educated to degree level, preferably in business, marketing, or a related discipline;
- Strong organisational, communication and writing skills and a capacity to work comfortably in a rapidly changing environment on multiple ongoing projects;
- Proficient in Microsoft Suite;
- Ability to work extended hours, as needed;
- 3-5 years experience within a similar role at a law firm.