



Job Title: Specialist, Business Development
Office: Boston
Reports to: Business Development Manager
Status: Non-Exempt

Position Overview:

Brown Rudnick is seeking a Business Development Specialist in the Firm's Boston office. The Business Development Specialist will work with the Business Development Manager to strategize, coordinate and execute a range of business development initiatives for the Corporate & Capital Markets department.

Primary Responsibilities:

- Develop a deep understanding of the Firm's practice areas, including services, expertise, clients and competitors;
- Build strong business relationships with attorneys throughout the Firm;
- Collaborate with Business Development Manager and other key stakeholders to develop, execute, and track various business development and cross-selling projects;
- 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 Corporate & Capital Market practice groups. Conduct research related to clients, prospects, industry segments and competitors;
- Work with Business Development Manager and 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;
- Assist in the collection and maintenance of key practice group information, including experience, client profiles, market intelligence and contact lists;
- Assist with the management of department and practice group budget processes;
- Plan conferences, events, seminars, webinars and other activities that offer networking opportunities and access to prospects for assigned attorneys;
- Liaise with Marketing & Communications team on website content, marketing collateral and other practice-specific content, respectively.
- Assist Marketing & Communications team to develop and raise practice area profiles through submission of rankings, surveys, league tables, sponsorships and practice group events;
- Perform other duties as assigned.

Qualifications:

- Bachelor's degree required and 4+ years of legal marketing experience, preferably with emphasis in business development;
- 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.