



## Job Description

Job Title            Business Development Executive  
Reporting to        Business Development Director

### Role Outline

Under the day to day supervision of the BD Director this varied role will provide support to the BD function to help in delivering campaigns, running events and managing content on collateral, the website and social media.

The tasks and duties listed below are intended to describe the general nature and responsibilities of this role. They are not intended to be an exhaustive list and the post holder is expected to undertake any reasonable request from a Partner, Department Head or other appropriate Manager.

### Duties & Responsibilities

- **Marketing** – to support the delivery of everything in the marketing programme for the firm and each department including events, seminars, webinars, communication, sponsorship, PR, advertising etc;
- **Event management** – to organise, manage and deliver all planned events;
- **Content management** – to build and maintain a content management system and to repurpose content for the website, intranet, social media etc. Sources will include articles, directories, pitches, targeting lists, thought leadership, campaigns etc;
- **Website** – to be responsible for the maintenance and relevance of our website, keeping it up to date at all times and regularly refreshing it with new content;
- **Collateral** – to keep our marketing materials up to date and create flyers when required;
- **Brand** – to be the guardian of our brand and ensure that all materials are consistent. To maintain appropriate banks of logos, photography and stock images and provide items upon request;
- **Communication** – to produce all internal and external communication (newsletters, e-shots etc);
- **Pitching** – to complete Pre-Qualifying Questionnaires (PQQs) with standard information from a pitch library. Create and format pitch documents and harvest content back into the pitch library including firm, department and practice information, and experience;
- **Management information** – to provide key information when required e.g. for pitches, award entries, directory entries, reports;
- **PR** – to maximise the use of coverage created internally and externally;
- **Social media** – to manage and proactively populate our LinkedIn and Twitter feeds;
- **CRM** – to update content on a CRM system and support the creation of account plans, doing deep research where required;
- **Referrals** – to report on referrals made and Source of Introduction;
- **Key Client Management (KCM)** – to keep account plans updated;
- **Recognition** – to manage the referee programme, leverage all content and submit all directory and award entries on time having proof-read them;
- **Client Satisfaction** – to report on client feedback and harvest positive testimonials;
- **Reporting** – to help compile and contribute to the BD month-end report;
- **General administration** – monitoring the marketing inbox and providing support to the BD Director as appropriate.

### Skills, Qualifications & Experience Required

- Proven experience in a BD environment as well as proven experience in a comparable business, ideally within a law firm (likely to be in the region of 2 years);
- First class organisational skills, with the ability to prioritise and re-prioritise throughout the day and to deliver to tight timescales;
- A self-starter with a structured, project-management approach to their work. This will mean thinking beyond the task in hand and considering what needs to happen before, during and after the activity, what its implications are and who needs to be aware of it;
- A team player, happy to play their part in working with others to achieve common goals;
- Excellent written and verbal communication skills with a meticulous eye for detail for example, in proof reading;
- An ability to work in a demanding environment, with a flexible and adaptable approach to work;
- An analytical person who is not happy with the status quo but able to assess a situation and suggest ways to improve it;
- Proven ability to build and maintain effective relationships with clients, business contacts and other third parties;
- A flair for designing and presenting high quality, branded documents and presentations;
- Experience of managing websites (ideally WordPress) and intranets would be beneficial from the point of view of contents management though no programming experience is needed;
- Proven IT skills, in particular experience of using Microsoft Office (Word, Excel, Outlook, Powerpoint);
- Strong commitment to client care and to providing a friendly and helpful services; and
- A recognised relevant marketing or business qualification is desirable.