

JOB TITLE: Business Development Manager, Corporate Division

REPORTING TO: Divisional Director/Partner

MAIN PURPOSE:

- To be responsible for some of the firm's priority sector groups and major practice groups, working with relevant lead partners to plan and deliver agreed BD objectives.
- To support the firm's Key Client Programme to ensure delivery of a high quality, commercially-focused service to clients.
- To promote a firm-wide culture of BD, with the primary objective of growing revenue, maximising the profitability of client relationships and securing new, sustainable relationships with clients and referral partners.
- As part of the wider MBD team, work collaboratively to deliver high quality pitches, tenders, campaigns, content and activities, ensuring alignment with firm and team strategic priorities.
- To manage, support and motivate junior members of the BD team, helping ensure they are delivering on the strategic objectives of the firm or relevant team.

MAIN DUTIES:

- Working together with lead partners, develop and implement market-specific BD strategies and plans for the firm's priority sector group(s) and major practice group(s), in line with the firm's strategic priorities; and undertake market, sector and client research and analysis to support key clients, events, tender responses, prospect identification and other BD activities for those groups.
- Working with lead client partner(s) and client teams to identify and implement client strategies for the firm's key clients.
- Assist partners and other lawyers to carry out the activities required to meet practice and sector group objectives, including assisting with the annual business planning process, ensuring their participation in firm's annual directory submissions process, assisting them develop and maintain client networks, identifying leads and build prospect pools, tracking BD activity, advising on prospect strategy, proposition development and all aspects of proposal writing, pitching, tendering or securing referrals; and to project manage any relevant events, third party sponsorships or campaigns/initiatives.
- To assist practice groups and sectoral teams in effectively developing and delivering external output, including articles, e-bulletins, webinars and other client and market facing content and assisting in the

maintenance of team and sectoral marketing collateral;

- To participate and contribute to relevant practice group and relevant sectoral team meetings;
- To assist with website content and maintenance for relevant practice groups and sectoral teams;
- To deliver the mentoring and training to support ongoing development of lawyers' BD knowledge and skills, and to help them achieve their individual BD targets.
- To coach lawyers as they prepare for BD presentations and to assist with background research, pitch and supporting credentials or materials; to follow-up on outcomes and debrief as required.
- To manage the BD budget of the relevant sector/s and assist lead partners in setting and managing practice group BD budgets.
- Proactively seek to build relationships with lawyers and other colleagues as required to execute BD activities and plans
- Ensure the ongoing development and maintenance of databases of relevant information for BD purposes, such as credentials, quotes, marketing materials etc.
- To work collaboratively across the MBD team to ensure that firm-wide or market-facing initiatives are executed efficiently and effectively and to budget, delivering on relevant BD firm, team or sector objectives.
- To maximise the Firm's use of the CRM tool, InterAction, with the aim of driving CRM best practice behaviours as well as compliance with GDPR; to promote the usage of Objective Manager across firm as best practice.
- To serve as a member of the wider Marketing and Business Development Team, and lead or project manage any priority team initiatives and projects.

PERSON SPECIFICATION ESSENTIAL

- Proactive and highly motivated self-starter
- Educated to degree level
- At least five years' experience in BD or marketing role ideally within the legal profession or similar
- Client-facing experience, either in client management or BD
- Excellent competency and skills using MS office packages
- Excellent written and oral communication skills
- Ability to prioritise and manage various stakeholders from different parts of the business
- Understanding and experience of CRM systems
- Excellent attention to detail

DESIRABLE

- Full or partial professional marketing qualification, e.g. CIM
- Project Management experience or qualification, e.g. Prince2

Based in the firm's Edinburgh office, the successful candidate will be expected to support teams on a firm-wide basis, across all four offices. Therefore, it is expected that travel to the firm's Aberdeen, Glasgow and London offices will be required.

These duties reflect the situation as of August 2021 and may be subject to reasonable change at a later date, dependant on business and team support needs.