

Job Description

Job Title: Business Development Manager

Team: Business Development

Reports to: Marketing and BD Manager

Date: March 2024



Purpose of the job

To drive the firm's expansion and revenue growth by strategically identifying and capitalising on new business opportunities. This involves cultivating partnerships, acquiring new clients, retaining and cross-selling, and penetrating new markets. The role also includes supporting the Marketing and BD Manager in implementing BD plans, managing new business pipelines, coaching and supporting the legal team, sharing sector knowledge, and collaborating with partners and lawyers to represent the firm externally. Ultimately, the goal is to contribute to the firm's overall growth strategy by securing new work, fostering long-term client and 3rd party relationships, helping legal teams develop business, build relationships with existing and potential clients, and managing the firm's market profile to win new, profitable business.

Main Activities:

- Lead the execution of business development strategies, plans and projects.
- Maximise membership and sponsorship relationships for brand/new business promotion.
- Identify and organise networking, profile-raising and team collaboration opportunities.
- Take the lead on firmwide initiatives and projects in business development, collaborating directly with firm management. This includes delivering progress reports and outcomes to leadership.
- Proactively offer guidance to lawyers on the best practices, strategies, and techniques in business development.
- Identify training needs for lawyers on pitching and sales skills to provide and plan BD training.
- Collaborate with PR/Social media colleagues to ensure optimal exposure in both traditional media and social media platforms for the practice groups and their lawyers.
- Support Bid Manager and Copywriters in tender/proposal writing.
- Support legal teams in post-win client development and retention.
- Work closely with the events team to manage significant BD events for key clients and prospects.
- Continuously improve brand and personal effectiveness.
- Collaborate effectively across the organisation.

Knowledge / Skills / Experience:

- Degree-level education in relevant subjects (sales, marketing, PR etc).
- Knowledge of marketing / BD processes for professional services.
- Understanding of new business/marketing processes, CRM, and emerging technologies.
- Broad-based business experience, including external affairs, marketing, and communications.
- Good understanding of the North East business environment.
- Strong personal network within the North East.
- Personal gravitas and excellent communication skills.
- Track record of representing an organisation and working with media/public speaking.
- Ability to work cross-functionally and excellent writing/project management skills.
- Strong probing, consultative listening/selling, negotiation, and persuasion skills.

- Excellent brand understanding and interpretation.
- Copy/bid/proposal writing experience desirable.
- Planning, organisation, time management, and multitasking skills.
- Ability to influence people at all levels and receive critical feedback.
- Solid understanding of digital communications and media channels.
- High level of IT literacy – MS Office, Teams, Excel, Word, Outlook; CRM and design software beneficial.
- Ability to work under pressure, meet deadlines, and improve processes.
- Valid UK driving license essential.



Trust



Teamwork



Responsibility



Care

Our Values & Behaviours

Trust

We trust each other to do the right thing

- Respect and treat each other fairly
- Be honest, open and transparent
- Be yourself and empower others to do what they do well
- Value and recognise each other

Teamwork

We are one team and work selflessly for each other

- Be aware of your impact on others
- Be clear about what you expect from others
- Plan, organise and prioritise your time
- Coach others to be their best
- Support and delegate to others
- Work hard for the collective, not for individual gain

Responsibility

We are self-starters and take responsibility for how we work together and communicate

- Be positive and enthusiastic
- Communicate – listen, ask questions and share knowledge
- Embrace feedback
- Challenge ourselves and others to deliver success
- Have great conversations, including the difficult ones

Care

We care about our people, clients and community

- Help and look out for each other
- Understand, support and learn from each other
- Be proactive and make a difference
- Be kind to yourself and others

Additional notes or information:

The duties and responsibilities in this job description are not exhaustive.