

DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT

USUAL RESPONSIBILITIES INCLUDE

- Developing marketing and business development strategies for firm
- Developing marketing strategies for each office/group that are consistent with firm strategy
- Assisting in the development of and implementation of effective marketing and business development plans that are consistent with firm strategy
- Contributing to internal communications across designated teams and groups
- Supervising and quality assuring client seminars, briefing and hospitality events for selected key groups/clients
- Managing and quality assuring the provision of accurate and topical content for the firm's website and intranet
- Managing and quality assuring contributions to relevant publications
- Identifying new market opportunities and clients
- Active management of tenders
- Identifying criteria for assisting with identification of key clients
- Identifying client relationship management programs and processes
- Implementing a client relationship program for key clients
- Managing and quality assuring the integrity of data on the marketing client contact database
- Lead, manage and develop the marketing/BD team including overseeing the team's workloads
- Coordinating across groups on major/national joint marketing/BD initiatives
- Supervising budget management
- Frequent and timely reporting to CEO/ Managing Director/Fee-earners and Board
- Work collaboratively and consistently within the firm's values

COMMONLY ASKED FOR QUALIFICATIONS AND EXPERIENCE

Education:

- Tertiary qualifications in marketing, business, commerce, law or a related discipline

Experience/Skills:

- Minimum of 8-10 years working experience in the marketing /BD area
- Experience in key account management
- Project management experience desirable
- Demonstrated experience managing at the strategic level in the preparation of winning tenders and proposals
- High level communication skills: written oral and listening
- Commercial focus, strong analytical skills
- Effective interpersonal and influencing skills
- Results and deadline driven
- Self motivated and flexible
- High degree of technology literacy