

# Assistant Director of Business Development-Corporate

## Marketing Department

### Summary:

Working closely with the firm's practice group leaders, the Director of Business Development and other members of the team, this individual's primary responsibility is to oversee and support the development and implementation of strategic business initiatives aimed at securing new clients, strengthening existing relationships, and increasing visibility of the assigned practices consistent with the overall goals and strategies of the firm. This role supervises five direct reports and reports to the Director of Business Development. This role can be based either in our Washington, DC or New York offices.

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### Qualifications:

- Bachelor's degree required. MBA a plus.
- Five years of Marketing and/or Client Development manager-level experience supporting multiple practice groups in an *AmLaw* 100 firm. Demonstrated background of accomplishment in marketing and business development. Corporate practice marketing/client development experience is highly desirable.
- Excellent interpersonal, written, and oral communication skills, including a high level of responsiveness.
- Demonstrated leadership, resourcefulness, problem-solving capabilities, and initiative.

### Duties and Responsibilities:

#### Planning:

- Work with Global Corporate Group Chairs on overall business development planning process.
- Work with group leaders and BD team members to develop annual business plans for assigned practice groups. Ensure that plans are tied to the firm's strategic business plan and have clearly stated action items and measurable milestones. Assist with implementation and monitoring of the plans' progress.
- Prepare for quarterly practice group meetings with the Management Committee, participate in the quarterly meetings, provide actionable post-meeting reports and support execution of priorities.

#### Business Development:

- Work with BD team members and key attorney stakeholders to generate ideas for external outreach, identify and execute outreach to these client targets for specific initiatives tied to practice group business plans.
- Develop client-specific pitches and proposals and conduct preparatory sessions with attorneys prior to client meetings.
- Leverage firm's Market Research team to analyze market opportunities and to assist attorneys/groups in preparation for client meetings as well as pitches and RFP responses.
- Coordinate with members of the BD team on cross-practice efforts for regional/industry initiatives.
- Work with Relationship Manager program team to maintain and expand relationships with targeted clients.

### **Qualifications (continued):**

- Prior supervisory experience required. Experience supervising at least three direct reports preferred.
- Proven ability to work well in a fast-paced environment and manage tight deadlines and competing priorities while maintaining a professional demeanor.
- Experience and facility with information technology and software for marketing the practice groups, including website, databases and knowledge management tools.

### **Duties and Responsibilities (continued):**

- Support strategic and logistical aspects of the lateral integration process for attorneys in relevant practices.
- Provide one-on-one business development coaching to attorneys, and conduct business development-related training sessions for corporate practice groups.
- Identify and evaluate sponsorship and speaking opportunities at conferences and seminars and ensure effective participation and ROI. Support preparation and follow-up for these engagements.
- Recommend thought-leadership opportunities and CLE programs for clients.

### **Marketing:**

- Work with BD team members to draft effective submissions for relevant practices for directory listings and other awards, including Chambers, and others.
- Ensure well-written, up-to-date representative client lists and matters/deal descriptions. Maintain descriptions in firm's experience database.
- Work with BD and Marketing team members to develop and maintain practice-specific and geographic focused marketing materials.
- With support from members of the CRM Systems team, develop and maintain segmented client and prospect mailing lists.
- Provide support for client events, including concept development, invitation creation and certain logistics and follow-up.

### **Supervisory:**

- Meet regularly with direct reports to assess and manage workloads, ongoing project prioritization, and resolve coverage needs.

- Support team training and professional development objectives.
- Provide annual review with specific feedback and recommendations.

**Status:** Exempt

**Reports To:** Director of Business Development  
Americas & Asia

**Workplace Type:** Hybrid

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