

# Business Development Executive

## Marketing Department

**Summary:** We are looking for a strategic, results-oriented Business Development Executive to advise and support the Firm's London lawyers and advisors in their business development and client relations' activities, including assisting on achieving practice group business objectives, planning, and strategic development, client pitches, and thought leadership projects. In addition, this role will help identify and implement initiatives that increase our market visibility and brand recognition in key EMEA target markets.

This position will report directly into the Co-Heads of London Business Development (Jobshare), working with the wider London team, Brussels and Frankfurt based marketing teams, as well as a London-based Senior PR Manager, and the Firm's wider Marketing & BD team.

The successful candidate will possess strong writing, project management, and multi-tasking skills; enjoy the challenge of working with many international/EMEA-wide practice groups on multiple projects in a fast-paced environment; and thrive on collaborating with an enthusiastic and high-energy group of lawyers and advisors. Other critical qualities include being proactive and resourceful; confident in offering ideas and producing top quality work both independently and on team initiatives. They will be happy to work with light guidance, pursuing tasks which are assigned for them to lead whilst also enjoying wider projects involving international teams.

**[Email Resume Here to Apply](#)**

### Qualifications:

- University degree in marketing/communications, business, or related field. Advanced business degree and legal marketing certification a plus.

### Duties and Responsibilities:

- Create and draft well written, targeted pitches, proposals, and RFPs in conjunction with the Co-Heads of Business Development and the wider European and global team, and relevant practice group managers.
- Confidence in suggesting potential new business development opportunities and exploring them with the Co-Heads of Business Development. Understand the aims and objectives of each practice group in London.
- Manage the tracking, analysis, and reporting of pitches and BD opportunities in the Firm's tracking database and monitor for appropriate follow-up.
- Manage the distribution of external marketing communications such as e-alerts and brochures. The candidate must have an exceptional eye for detail.
- Understand the Firm's protocols and software systems and advise lawyers and wider marketing team members about their use, as needed.
- Identify and compile research on new business targets for the London practice groups.
- Work with the EMEA Events Manager to support London events - from in-house lunch meetings and seminars to large scale external conferences.
- Work with the wider Marketing and Business Development team to take forward cross-jurisdictional activities.
- Support the Co-Heads of Business Development in developing and executing training programmes for the fee earners.
- Support the Co-Heads of Business Development to keep track of progress in all projects and assist in coordinating and driving results.

### **Qualifications (Continued):**

- Demonstrated experience working at an executive level marketing position within a law firm or professional services firm.
- Excellent interpersonal skills, and written and oral communications skills.
- Demonstrated proactivity/initiative.
- A proven track record in the duties and responsibilities listed above.
- High-energy, creativity, and value-added orientation.
- Conscientiousness / high attention to detail.
- Ability to work well under tight deadlines and other pressures while maintaining a professional demeanour.
- Experience and facility with information technology and software for marketing the practice group, including website, databases, and knowledge management tools. Proficiency with Word, PowerPoint, and Excel required. Salesforce, Vuture, and Publisher skills a plus.

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

#### **Surveys and legal sector profile**

- Draft targeted and well-written survey and ranking submissions, working with the Co-Heads of Business Development and the Communications Specialist.
- Coordinate with counterparts in other offices to ensure accurate, effective European submissions.
- Be familiar with social media and identify opportunities to raise Firm profile via media such as LinkedIn.

**Reports To:** Co-Heads of London Business Development

**Status:** Exempt

**Workplace Type:** Hybrid

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