

Business Development Executive – London or Brussels

Marketing Department

Summary:

We are looking for a strategic, results-oriented Business Development Executive to advise and support the firm's EMEA 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 into the Brussels-based Head of Business Development – EMEA, working closely with the firm's wider BD, Marketing and PR teams.

[Email Resume Here to Apply](#)

Qualifications:

- Bachelor's degree.
- Minimum of two years' experience in professional services marketing. Demonstrated background of accomplishment in marketing and business development. Previous law firm experience is highly desirable.
- Strong written and oral communications skills.
- Excellent interpersonal skills.
- Strong work ethic, service orientation, and attention to detail.
- Effective time management and organizational skills.
- Demonstrated proactivity.
- Creativity and value-added orientation.
- Strong computer skills including advanced knowledge of Microsoft applications (i.e., Word, PowerPoint, Excel, Outlook). Salesforce, Pardot, Account Engagement, and LinkedIn skills, a plus.

Duties and Responsibilities:

Business Development

- Coordinate and support new business proposals, client presentations, and responses to RFPs.
- Create reports to help leverage client relationship building activities, pitch and proposal efforts, client meetings, business trips, and content engagement for internal and external purposes.
- Track client development activities, efforts, and results in firm-wide CRM system.
- Maintain and leverage relevant experience for proposals, directory submissions, and relevant website updates.
- Collaborate with events team to produce client events, including organizing logistics, preparing event communications, monitoring RSVPs, providing on-the-ground event coverage, and preparing post-event reports.

Marketing

- Draft and develop group marketing materials, including website content, newsletters, brochures, and other external communication pieces. Analyze and report on content engagement data to identify leads from content and marketing campaigns.
- Contribute to drafting of submissions for directory listings and awards.
- Support client alert process.
- Drive external content updates by evaluating, revising, and maintaining relevant practice and industry marketing materials.
- Develop and maintain segmented client and prospect mailing lists.
- Other responsibilities as assigned and required.
- Timely and regular in-office attendance, as needed and in accordance with department expectations.

Status: Exempt

Location: London or Brussels

Reports To: Head of Business Development - EMEA

Workplace Type: Hybrid (as needed)

