

Business Development Manager - Corporate & Financial Institutions

Marketing Department

Summary:

Seeking a strategic, results-oriented business development manager to drive strategy and identify and implement initiatives for the corporate, tax and financial services groups. This is an opportunity to be part of a uniquely collaborative culture, working with a dynamic global Marketing & Business Development team. This candidate reports to the firm's Assistant Director for Business Development for Corporate, and will work directly with practice group and industry group leaders, and with the broader Marketing and Business Development (BD) team to ensure effective client development, marketing, and external communications programs with the ultimate goal of growing revenues and building the firm's profile.

Apply

Qualifications:

- Bachelor's degree in business, marketing, communications, or related field. MBA or JD a plus.
- Minimum of three years of experience in professional services marketing and business development. Demonstrated background of accomplishment in marketing and business development. Previous law firm experience is highly desirable.
- Excellent interpersonal skills and written and oral communications skills.
- Demonstrated leadership and proactivity/initiative.
- High-energy, creativity, and value-added orientation.

Duties and Responsibilities:

Planning

- Work with key attorney stakeholders to develop and coordinate strategic business development plans for assigned groups, including fiscal year plans, individual goal statements, and specific business development initiatives; manage the implementation and execution of these plans and initiatives, and measure outcomes.
- Develop and monitor marketing & BD budgets for assigned practice groups

Business Development

- Act as primary point of contact for practice group leadership and broader partnership.
- Work directly with attorneys to implement business development initiatives and programs around new business generation with existing and new clients, including conception of new projects and initiatives.
- Prepare specific client pitch materials, including responses to RFPs, and conduct preparatory sessions with attorneys prior to client meetings. Track win/loss record.
- Leverage firm's Market Research team to analyze market opportunities and to assist attorneys/groups in preparation for client meetings.
- Attend regular practice group meetings with the Firm's Management Committee; coordinate preparation for meetings with Practice leadership, reporting on business development activities and progress against plans, analyzing monthly data output from Accounting on current workloads, new matters, and lawyer activity.
- Actively manage and participate in related practice group meetings.

Qualifications (continued):

- High level of accountability on all work product and ability to effectively juggle multiple projects.
- Ability to work well under tight deadlines and other pressures while maintaining professional demeanor.
- 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. Proficiency with Salesforce a plus

Duties and Responsibilities (continued):

- Actively monitor relevant trade press and developments to report on prospective client development leads to partners on a daily basis.
- Coordinate with members of the BD team on cross-practice efforts for regional/industry initiatives.
- Work with the Relationship Manager program to maintain and expand relationships with targeted clients.
- Recommend thought leadership and CLE programs for clients.
- Lead integration of lateral attorneys within assigned practice groups.
- Counsel lawyers on personal business development goals, providing guidance and support for plan implementation.
- Work closely with Public Relations team to identify and leverage media opportunities.

Marketing

- Working closely with our Events team, organize and manage events from concept development and invitation creation, to on-the-ground support, day-of logistics, and post event follow-up.
- Manage and draft concise, targeted submissions for legal rankings and other awards, including Chambers.
- Coordinate specialist tracking of practice experience (including Corporate Transactions database) and successes for use in practice materials, on the website, in pitches and proposals, practice descriptions, and attorney biographies.
- Assist with the editing, layout, and production of firm and practice group marketing materials.
- Develop/manage website content, brochures, and other external communication pieces.

Duties and Responsibilities (continued):

- Collaborate with Digital Marketing team on targeted digital marketing campaigns.
- Develop and maintain segmented client and prospect mailing lists.
- Identify and evaluate sponsorship and speaking opportunities at conferences and seminars and ensure effective participation.
- Other responsibilities as assigned and required.

Training

- Shared responsibility, with the Assistant Director and other colleagues, for the training and development of Business Development Specialists, including, but not limited to:
 - Pitch and proposal drafting
 - Event planning and management
 - Client Alerts – drafting, proofing, and distribution
 - Content management – drafting and updating practice group content
 - Client development activity tracking
- Provision of training to practice groups and individual lawyers on specific topics (e.g., best practices).
- Other responsibilities as assigned and required. Timely and regular attendance.
- Uphold high standards of confidentiality, discretion, and integrity, particularly with respect to all sensitive and/or confidential firm and client information to which this position will have access.

Status: Exempt

Reports To: Assistant Director of Business Development, Corporate

Workplace Type: Hybrid

Salary range of \$190,900-\$238,700 dependent on candidate experience.

Candidates hired for staff positions with a minimum work schedule of 30 hours per week are eligible for a comprehensive benefits package, including healthcare insurance. Learn more about benefits at Covington.

<https://www.cov.com/en/careers/staff/benefits>

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