

Business Development Manager – Technology Industry

Marketing Department

Summary:

We are seeking a strategic, results-oriented Business Development (“BD”) Manager to support the firm’s preeminent global Technology Industry Group, related initiatives, and the firm’s California Steering Committee. This position reports to the Director of Business Development for Regulatory, and works closely with industry and committee group leaders, and the broader Marketing and Business Development team to execute effective business development, marketing, and external communications initiatives.

Apply

Qualifications:

- Bachelor’s degree in business, marketing, communications, or related field.
- Minimum of five 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 level of accountability for all work product and ability to effectively juggle multiple projects.
- Experience supervising direct reports a plus.
- Ability to provide consistent and high-quality work under tight deadlines and

Duties and Responsibilities:

Strategy and Business Planning

- Work alongside senior attorneys on strategy for assigned practice and industry groups.
- Work with key attorney stakeholders and other Marketing and BD team members to develop and monitor business plans ensuring that plans have clearly stated milestones and are tied to the firm’s business goals.
- Develop, monitor, and help group leadership manage marketing & BD budgets.
- Work with practice and industry group leaders on preparation and follow-up for quarterly meetings with the firm’s Management Committee.

Business and Client Development

- Work with other Marketing and BD team members, as well as key lawyer stakeholders, to identify clients and contacts who should be targeted for specific opportunities.
- Work directly with lawyers to implement business development initiatives and programs around new business generation with existing clients and prospects.
- Track and report on the effectiveness of business development initiatives, including opportunity pipelines, pitch outcomes, and return on investment.
- Prepare targeted client pitch materials, including responses to RFPs, and conduct preparatory sessions with attorneys prior to client meetings.
- Leverage the firm’s Marketing Research team to analyze market opportunities and assist attorneys/groups with preparation for client meetings.
- Coordinate with members of the BD team on cross-practice pitches and other efforts.
- Work with members of the Client Relationship Manager program to maintain and expand relationships with key firm clients.

other pressures while maintaining a professional demeanor.

- Experience and facility with information technology and software for marketing, including databases and knowledge management tools.
- Proficiency with Word, PowerPoint, and Excel required. Salesforce a plus.

- Support strategic and logistical aspects of the lateral integration planning process for new lateral attorneys in assigned groups.
- Monitor regulatory, industry, and competitive trends to identify growth opportunities and inform positioning.
- Identify and evaluate external sponsorship and speaking opportunities and ensure effective participation.
- Recommend thought leadership and CLE programs for clients and prospects.

Marketing

- Provide support for events, including concept development and specified logistics and follow-up.
- Ensure well-written, updated representative client lists and matter descriptions.
- Draft concise, targeted submissions for relevant groups for directory listings and other awards, including *Chambers*.
- Assist with editing firm and practice group client alerts and other communications.
- Develop and maintain website content, brochures, and other external communication pieces related to relevant groups.
- With support from the CRM team, develop and maintain segmented client and prospect mailing lists.
- Work closely with and assist with supervision and development of BD specialists.
- Perform other duties as assigned by Firm management.
- 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

Workplace Type: Hybrid

Reports To: Director of Business Development
Regulatory

Salary range is \$199,500 – \$249,500 depending 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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<https://www.cov.com/en/job-applicant-privacy-notice>

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Covington will consider qualified applicants with arrest or conviction records for employment in accordance with applicable laws, including the California Fair Chance Act, the Los Angeles Fair Chance Initiative for Hiring Fair Chance Ordinance, the Los Angeles County Fair Chance Ordinance, and the San Francisco Fair Chance Ordinance.