

# Business Development Manager - Litigation and Investigations

## Marketing Department

**Summary:** Strategic, results-oriented role, focused on the support of the firm's internationally recognized Litigation and Investigations practices, including more than 700 lawyers across the globe. This candidate will report to the firm's Assistant Director for Business Development for Litigation and Investigations, and will work closely with other Business Development and Marketing team members, including two Litigation Business Development Specialists. Responsibilities include developing and executing intentional business development, marketing, and external communications programs for groups within our Litigation and White Collar and Investigations practice.

This position is hybrid and can be based in any US office.

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

### Qualifications:

- Bachelor's degree in marketing/communications or related field. MBA or JD a plus.
- 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 on all work product and ability to effectively juggle multiple projects.

### Duties and Responsibilities:

#### Practice Group & Individual Lawyer Planning:

- Consult with practice group leadership to develop and coordinate strategic business development plans for assigned groups and individuals, including fiscal year plans and specific business development initiatives; manage the implementation and execution of these plans and initiatives, and measure outcomes.
- Lead on annual practice group budget development and manage approved budgets.

#### Business Development:

- Act as primary point of contact for practice group leadership and broader partnership.
- 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 business plans, analyzing monthly financial data, opportunity reports, current workloads, new matters, and lawyer activity.
- Direct practice group response process for RFP/pitch opportunities, including development of customized, client specific pitch materials. Track opportunity origination and win/loss record.
- Actively manage and participate in related practice group meetings.
- Provide strategic business development advice to leadership and partners focused on the generation of new business leads, expansion of existing clients, and identification and pursuit of cross-selling opportunities, including conception of new projects and initiatives.
- Plan and provide strategic support to business development events, such as seminars, webinars, client events, etc.

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

- Ability to provide consistent and high-quality work product under tight deadlines and other pressures while maintaining a 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. Salesforce, InterAction, Pardot, Adobe, and Publisher skills a plus.
- You must be fully vaccinated against COVID-19 by your hire date to be eligible for starting in the role. Proof of vaccination will be required. Covington will provide reasonable accommodation(s) based on medical or religious grounds for qualified candidates.

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

- Plan and support targeted marketing campaigns, comprising of digital content and messaging to support specific business development objectives i.e. market penetration, industry expansion, cross-selling, etc.
- Lead integration of lateral attorneys within assigned practice groups.
- Counsel lawyers on personal business development goals, providing guidance and support for plan implementation.
- Provide existing client, prospective client, industry or other client development-related research, in coordination with dedicated Research team.
- Responsible for select Relationship Manager program clients, and reporting on progress throughout the year.
- Manage practice submissions to Chambers and other rankings, surveys, and award nominations.
- Work closely with Public Relations team to identify and leverage media opportunities.

#### Marketing:

- Identify and research into potential profile-raising activities including sponsorships and speaking opportunities to make recommendations as to potential Firm engagement in line with budget.
- Coordinate specialist tracking of practice experience and successes for use in practice materials, on the website, in pitches and proposals, practice descriptions and lawyer biographies.
- Manage and coordinate the updating of website content, brochures, and other external communication pieces, with our Content team.
- Other responsibilities as assigned and required.

#### Training:

Shared responsibility, with the Assistant Director and other Litigation BD Managers, for the training and development of Business Development Specialists, including, but not limited to:

- Pitch and proposal drafting.

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

- 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 (i.e., best BD and marketing practices, brand building, etc.).

**Status:** Exempt

**Reports To:** Assistant Director of Business Development  
- Litigation

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