

# Business Development Manager- Litigation

## Marketing Department

### Summary:

We are seeking a strategic, results-oriented Business Development Manager to support the firm's leading Litigation and Investigations practices. This candidate will work closely with the firm's Director for Business Development for Litigation and Investigations, key practice group leaders and senior lawyers, and the broader Marketing and BD team to ensure effective business development, marketing strategy, and external communications programs. The right candidate will possess a strong background in litigation business development and marketing support.

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### Qualifications:

- Bachelor's degree in marketing/communications or related field.
- 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 BD experience working with litigation and/or transactions teams 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.
- Experience mentoring team members is a plus.
- Ability to provide consistent and high quality work product under tight deadlines and other pressures while maintaining a professional demeanor.

### Duties and Responsibilities:

#### Strategy and Business Planning

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

#### Business Development

- Collaborate with Marketing and BD team members, as well as key attorney stakeholders, to identify clients and contacts who should be targeted for specific opportunities.
- Work directly with senior lawyers to implement business development initiatives and programs around new business generation with existing clients and prospects.
- 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.
- Support strategic and logistical aspects of the lateral integration planning process for new lateral attorneys in assigned practices.

## Qualifications (continued)

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

## Duties and Responsibilities (continued)

- 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 practice events, including concept development and specified logistics and follow-up.
- Ensure well-written, updated representative client lists and matters/deal descriptions.
- Draft concise, targeted submissions for relevant practices for directory listings and other awards, including Chambers.
- Assist with editing firm and practice group client alerts and other communications.
- Develop practice-specific and geographic-focused marketing materials.
- Develop and maintain website content, brochures, and other external communication pieces related to relevant practices.
- With support from the CRM team, develop and maintain segmented client and prospect mailing lists.
- Work closely with and assist with supervision of litigation BD specialists.
- 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.

### Training

- Shared responsibility, with the Assistant Director and other Litigation BD Managers, for the comprehensive training and development of Litigation BD Specialists, including, but not limited to:
  - Pitch and proposal drafting
  - Event planning and management
  - Client Alerts – drafting, proofing, and distribution

## Duties and Responsibilities (continued)

- Content management – drafting and updating practice group content
- Client development activity tracking through the firm's CRM system
- Provide targeted training to practice groups and individual lawyers on specific topics i.e. best practices

**Status:** Exempt

**Reports To:** Director of Business Development-  
Litigation and Investigations

**Workplace Type:** Hybrid

Salary range is \$159,000 – \$208,000 dependent on experience level and varies based on geography/candidate location.

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.

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