

# Business Development Manager

## Summary:

We are looking for a strategic, results-oriented Business Development Manager to support the firm's business development and marketing efforts across the Middle East region. The candidate will work closely with lawyers and advisors focused on the region to drive new business, strengthen key client relationships, and support cross-selling opportunities in the Middle East and across the firm. In addition, this role will help identify and implement initiatives that increase our market visibility and brand recognition across the Middle East region.

This position will report directly to the London-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.
- Five years experience in professional services marketing and business development.
- Demonstrated ability to manage team members. 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 manage multiple projects.
- Experience and facility with information technology and software for marketing, including databases and knowledge management tools.

## Duties and Responsibilities:

### Business Development Planning & Reporting

- Collaborate with senior lawyers to develop and execute business plans for the Middle East region that follow best practices and are tied to the firm's business goals.
- Develop and monitor marketing & BD budgets for the Middle East practice.
- Work with Middle East practice leaders on preparation and follow-up for quarterly meetings with the firm's Management Committee.

### Business Development

- Collaborate with lawyers to identify clients and contacts to target for specific opportunities.
- Work directly with senior lawyers to implement business development initiatives and programs around new business generation with existing clients and prospects.
- Draft customized and compelling proposals and RFPs to win new business and expand relationships.
- Leverage market research, data, and digital tools to analyze market opportunities and support preparation for client meetings
- Work with members of the Client Relations team to maintain and expand relationships with assigned key firm clients.
- Support strategic development of lateral integration process
- Identify and evaluate external sponsorship and speaking opportunities and ensure effective participation.
- Develop plans to capitalize on content campaigns and connect with interested clients.

Contribute to development of business development training sessions for lawyers.

### Content Development and Marketing

- Draft top-quality materials to convey Covington's brand and differentiation for market visibility,

- Proficiency with Word, PowerPoint, and Excel required. Salesforce a plus.
- content campaigns, and pursuit of new work across channels.
- Draft concise, targeted submissions for relevant practices for directory listings and other awards, including Chambers.
- Manage firm and practice group client external communications process and coordination outreach to target audiences.
- Leverage dashboard data for effective targeting and planning of marketing campaigns.
- Working closely with events team to produce client events including concept development, project planning, execution, and follow-up.

**Status:** Exempt

**Location:** Dubai

**Reports To:** Head of Business Development EMEA

**Workplace Type:** Hybrid as Required

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