

Business Development Manager (London or Brussels)

Marketing Department

Summary:

We seek a strategic, results-oriented business development manager, focused on litigation and investigations, to develop and execute practice business plans. The manager brings a deep understanding of legal firm practices, clients, markets, and competitive positions. This position will work closely with department leadership, and practice and industry group leaders to generate new work by developing and executing effective business development, marketing, and external communications programs. This position will report directly to the Brussels-based Head of Business Development - EMEA, working closely with the firm's wider BD, Marketing and PR teams.

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

Duties and Responsibilities:

Business Development Planning & Reporting

- Collaborate with senior lawyers to develop and execute business plans for assigned practice groups that follow firm's best practices and are tied to the firm's business goals.
- Develop and monitor marketing & BD budgets for assigned groups.
- Work with practice group 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 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.
- Support lateral integration processes.
- Identify and evaluate external sponsorship and speaking opportunities and ensure effective participation.
- Contribute to development of business development training sessions for lawyers.

Content Development and Marketing

- Work closely with firm's content team to develop plans to capitalize on content campaigns and connect with interested clients.
- Draft top-quality materials to convey Covington's brand and differentiation for market visibility, content campaigns, and pursuit of new work across channels.
- Draft concise, targeted submissions for relevant practices for directory rankings, including Chambers.
- Manage practice group client external communications process and coordination outreach to target audiences.

Duties and Responsibilities (continued):

Content Development and Marketing

- Leverage dashboard data for effective targeting and planning of marketing campaigns.
- Work closely with events team to produce client events, including concept development, project planning, execution, and follow-up.

Status: Exempt

Location: London or Brussels

Reports To: Head of Business Development - EMEA

Workplace Type: Hybrid (as needed)

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