

Business Development Specialist- Regulatory

Marketing Department

Summary:

We are seeking a results-oriented Business Development (“BD”) Specialist to support the firm’s regulatory groups in marketing and developing new business. Reporting to the team’s Assistant Director and managers for these groups, the BD Specialist will develop knowledge and understanding of these practices and lawyers, as well as the resources across the Marketing Department, to collaborate on projects that secure new clients, strengthen existing relationships, and increase visibility of the practices. Business development is integral to the success of the firm and for the Regulatory groups, and this role is critical to that work. The appropriate candidate will be someone who works well within a team, but can also operate independently, exercise sound discretion and judgment to capitalize on opportunities, and is enthusiastic about challenging, dynamic projects and high value responsibilities that will result in measurable ROI for the firm.

[Apply](#)

Qualifications:

- Bachelor’s degree in marketing/communications, business or related field.
- Minimum of two years’ experience in professional services marketing. Demonstrated background of accomplishment in marketing and business development. Previous law firm experience is highly desirable.
- Strong written and oral communications skills.
- Excellent interpersonal skills.
- Strong work ethic, service orientation, and attention to detail.

Duties and Responsibilities:

Business Development

- Create reports to help leverage client relationship building activities, pitch and proposal efforts, client meetings, business trips, and content engagement for internal and external purposes.
- Contribute to the drafting of new business proposals, client presentations, and responses to RFPs.
- Understand and track client development activities, efforts, and results in firm-wide CRM system.
- Understand, maintain and leverage relevant experience for proposals, directory and award submissions, and relevant website updates.
- Collaborate with events team to produce client events, including organizing logistics, preparing event communications, monitoring RSVPs, providing on-the-ground event coverage, and preparing post-event reports.
- Support CLE programs for assigned groups by facilitating logistics and coordinating with the CLE team to ensure successful programs and accreditation.
- Work with BD managers on practice group budgets, including maintaining up-to-date information and preparing regular reports.

Marketing

- Collaborate with content team to draft and develop group marketing materials, including website content, newsletters, brochures, and other external communication pieces. Analyze and report on content engagement data to identify leads from content and marketing campaigns.
- Lead client alert process including liaising with relevant lawyers on editing content, executing distribution, and analyzing and reporting on content engagement data.

Qualifications (continued)

- Effective time management and organizational skills.
- Ability to prioritize, multitask, and manage multiple projects; work independently and as a member of teams; manage short term and long-term deadlines; and work well under tight deadlines and other pressures while maintaining a professional demeanor.
- Demonstrated leadership and proactivity.
- Creativity and value-added orientation.
- Strong computer skills including advanced knowledge of Microsoft applications (i.e., Word, PowerPoint, Excel, Outlook), Salesforce, Pardot, Account Engagement, and LinkedIn skills, a plus.

Duties and Responsibilities (continued)

- Drive external content updates by evaluating, revising, and maintaining relevant practice and industry marketing materials.
- Develop and maintain segmented client and prospect mailing lists.
- Perform other duties as assigned and required.
- Adhere to timely and regular in-office attendance, as needed and in accordance with department expectations.
- 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

Reports To: Assistant Director of Business
Development- Regulatory

Workplace Type: Hybrid

Salary range is \$86,000 – \$112,000 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.

<https://www.cov.com/en/careers/staff/benefits>

View Covington job applicant privacy notice here:

<https://www.cov.com/en/job-applicant-privacy-notice>

Covington & Burling LLP is an equal opportunity employer and does not discriminate in any aspect of employment, including hiring, salary, promotion, discipline, termination, and benefits, on the basis of race, color, ethnicity, religion, national origin, gender, gender identity or expression, age, marital status, sexual orientation, family responsibility, disability (including physical handicap), or any other improper criterion.

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.