

Marketing & Business Development Specialist-Regulatory

Marketing Department

Summary:

We are seeking a results-oriented Marketing and Business Development Specialist to support the Firm's Regulatory groups in marketing and developing new business. Under the supervision of the team's Assistant Director and managers for these groups, the specialist will develop knowledge and understanding of these practices and lawyers, as well as the resources across the Marketing Department, to provide critical support to projects that secure new clients, strengthen existing relationships, and increase visibility of the practices. This role is integral to the success of the firm and for the Regulatory groups, and the appropriate candidate will be someone who works well within a team, and is enthusiastic about challenging, dynamic projects and day to day support that will result in measurable ROI for the firm.

Email Resume [Here](#) to Apply

Qualifications:

- Bachelor's degree in marketing/communications, business or related field.
- Minimum of two years' experience in a 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.

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.
 - Manage CLE process for assigned groups including securing and distributing accreditation.
 - Lead budget input and reporting for assigned groups.
- 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.

Qualifications (Continued):

- Strong work ethic, service orientation, and attention to detail.
- 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):

- Lead client alert process including liaising with relevant lawyers on editing content, executing distribution, and analyzing and reporting on content engagement data.
- Drive external content updates by evaluating, revising, and maintaining relevant practice and industry marketing materials.
- Develop and maintain segmented client and prospect mailing lists.
- Other responsibilities as assigned and required.
- Timely and regular in-office attendance, as needed and in accordance with department expectations.

Status: Exempt

Reports To: Assistant Director of Business Development-Regulatory

Workplace Type: Hybrid

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