

# 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.

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### Qualifications:

- Bachelor's degree required; focus in Marketing/Communications, business, or related field a plus.
- 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.

### Duties and Responsibilities:

- Marketing:
  - Collaborate with communications and content teams to draft and develop group marketing materials, including electronic client alerts and memoranda, website content, newsletters, brochures, and other external communication pieces. Assist in analyzing and leveraging leads from content and marketing campaigns.
  - Assess, update and maintain relevant practice/industry marketing materials.
  - Coordinate and draft submissions for relevant practice group rankings and awards, including Chambers.
- Business Development:
  - Support the preparation of new business proposals and pitches, client presentations, and responses to RFPs.
  - Track client development activities, efforts, and results in department-wide tracking database.
  - Maintain and leverage experience database for proposals, directory and award submissions, and relevant website updates
  - Work with events team to produce client events, including organizing logistics, preparing event communications, monitoring RSVPs, on-the-ground event coverage, and preparing post-event reports.
  - Assist with securing and distributing CLE accreditation.
  - Develop and maintain segmented client and prospect mailing lists.

## 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, LinkedIn, and Adobe skills a plus.
- Understanding of corporate transactions a plus.
- Timely and regular attendance.

## Duties and Responsibilities (Continued):

- Produce reports on previous and upcoming client development activities for internal and external purposes.
- Other responsibilities as assigned and required.

**Status:** Non-Exempt

**Reports To:** Assistant Director of Business  
Development-Regulatory

**Workplace Type:** Hybrid

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