

Business Development Specialist - Regulatory

Marketing Department

Summary: We are looking for a results-oriented business development specialist based in our Washington, DC office who will assist in supporting the Firm's regulatory practices, including energy, environmental, election and political law, business and human rights, transportation, and more. Under the general supervision and direction of the Assistant Director of Business Development - Regulatory, the Regulatory Business Development Managers, and practice/industry group leaders, the specialist will be responsible for supporting the implementation of group marketing and business development plans and initiatives to secure new clients, strengthen existing relationships, and increase visibility of the practices.

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Qualifications:

- Bachelor's degree in Marketing/Communications, business or related field.
- Minimum of two years' experience in professional services environment. Demonstrated background of accomplishment in marketing and business development. Previous law firm experience is highly desirable.
- Excellent interpersonal skills.
- Strong written and oral communications skills.
- Effective time-management and organizational skills.
- Ability to multitask, manage multiple projects, work well under tight deadlines and other pressures while maintaining a professional demeanor.
- Demonstrated leadership and proactivity.

Duties and Responsibilities:

Business Development

- Support the development and execution of marketing and business development plans, industry group plans, and Firm wide initiatives to advance group goals.
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- Track and maintain practice/industry group experience and representative matters for proposals, directory submissions, website updates, etc.
- Working with members of the Firm's events team to coordinate and implement client webinars, roundtables, CLEs and other events, including organizing virtual and in-person program logistics, preparing invitations and other event communications, monitoring RSVPs, and preparing post event reports.
- Identify, assess, and coordinate lawyer participation in conferences, seminars, forums, sponsorships, and speaking and writing opportunities, and ensure effective participation.
- Develop and maintain segmented client and prospect mailing lists.
- Support logistical and other activities related to lateral integration.
- Record client development activities, efforts, and results in department-wide tracking database.
- Assist with securing CLE accreditation for group programming and distribute CLE certificates to clients post-event.
- Produce and disseminate weekly internal report on previous and upcoming business development activities.

Qualifications (continued):

- Creativity, and value-added orientation.
- Strong computer skills including knowledge of Microsoft applications (i.e., Word, PowerPoint, Excel, Outlook). InterAction and Adobe skills a plus.
- You must be fully vaccinated against COVID-19 by your hire date to be eligible for starting in the role. Proof of vaccination will be required. Covington will provide reasonable accommodation(s) based on medical or religious grounds for qualified candidates.

Duties and Responsibilities (continued):

- Draft, review, and proofread internal and external communications.
- Draft submissions for relevant practices for directory listings and other awards, including Chambers.
- Work with communications team to develop group marketing materials, including client alerts, website content, newsletters, brochures, and other external communication pieces.
- Produce and update as needed marketing materials such as brochures and descriptions.
- Other responsibilities as assigned and required.
- Timely and regular attendance.

Status: Exempt

Reports To: Assistant Director of Business

Development – Regulatory; Regulatory Managers

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