

Corporate Business Development Specialist

Marketing Department

Summary:

We are looking for a results-oriented Business Development Specialist based in our New York office who will support the Firm's corporate, tax, benefits, and financial services practice groups and others as needed. Under the general supervision of the Assistant Director of Business Development - Corporate, the Senior Corporate Business Development Manager, Corporate Business Development Managers, and practice 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 required, preferably in business, marketing, or communications.
- 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.
- Very strong attention to detail, accuracy, and organization - must be able to work in a thorough, diligent, and proactive manner.
- Strong time and project management skills; ability to prioritize and work within tight deadlines.
- Strong written and oral communication skills.
- Excellent interpersonal skills and the ability to work effectively with all levels of personnel within the organization.
- Highly motivated, with demonstrated creativity, initiative, and ability to work collaboratively.

Duties and Responsibilities:

Business Development:

- Work closely with the Assistant Director of Business Development - Corporate and BD Managers, practice group leaders, and the broader marketing and BD team to support the development and execution of marketing and client development plans, industry group plans, and Firm-wide initiatives to advance practice group goals.
- Coordinate and support the preparation of new business proposals and pitches, client presentations, and responses to RFPs.
- Record client development activities, efforts, and results in Salesforce, the Firm's department-wide tracking platform.
- Track and maintain corporate transactions database (M&A, capital markets, finance, private equity, venture capital, technology transactions, and project finance, etc.) for proposals, directory submissions, website updates, etc.
- Prepare and submit corporate transactions reports for quarterly league table rankings.
- Produce and disseminate external client alerts.
- Develop and maintain segmented client and prospect mailing lists.
- Support the planning, execution, and follow-up of Firm events, including seminars, webinars, CLE programs, and social events. Tasks include organizing program logistics, preparing invitations, presentation/handout materials, and other event communications, monitoring RSVPs, providing onsite support for Firm events, and preparing post-event reports. Where applicable, assist with securing CLE accreditation in advance of events, and disseminating CLE certificates to clients post-event.
- Identify, assess, and coordinate participation in conferences, seminars, forums, sponsorships, and speaking and writing opportunities, and ensure effective participation.

Qualifications (continued):

- Strong computer skills including advanced knowledge of Microsoft applications (i.e., Word, PowerPoint, Excel, Outlook), Salesforce, Account Engagement, and Adobe PDF skills a plus.
- Understanding of corporate transactions a plus.

Duties and Responsibilities (continued):

- Support logistical and other activities related to lateral integration.

Marketing:

- Draft, review, and proofread internal and external communications.
- Draft submissions for relevant practices for directory listings and other awards, including Chambers.
- Produce and update as needed marketing materials such as brochures and descriptions.
- Work with communications team to develop and/or update group marketing materials, including client alerts, website content, newsletters, brochures, and other external communication campaigns.
- Other responsibilities as assigned and required.
- Timely and regular attendance, with an expectation of three days per week in the office. Willingness to work overtime when needed.

Salary range is \$79,900 - \$112,402

Status: Non-Exempt

Reports To: Assistant Director - Corporate

Workplace Type: Hybrid

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