

Marketing and Business Development Manager - Germany

Marketing Department

Summary: The purpose of the role is to orchestrate, develop, and execute strategic business development and marketing initiatives targeting our desired client base across key practices. The Marketing and Business Development Manager will provide direct support to the Frankfurt office, including cross-office and disciplinary needs within our broader network, and support other EMEA offices as needed.

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Qualifications:

- Bachelor's degree or higher-level education required.
- Significant experience in business development/marketing within a law firm, professional services, or consultancy environment.
- Ability to operate independently and collaboratively, acting personally and with others across the firm to complete projects and achieve results.
- Ability and motivation to thrive handling multiple practice groups and initiatives, with the commercial acumen to see connections and opportunities for cross-practice/cross-jurisdiction success.
- Strong project management skills and ability to thrive in a fast-paced environment.
- Creative, commercially minded thinker with an ability to quickly grasp concepts and trends.
- Proactive, flexible, and self-motivated with a strong client service attitude.

Duties and Responsibilities:

- Identifying and driving client targeting initiatives, including go-to-market strategies around agreed opportunities.
- Contributing to the firm's key client program by developing and implementing strategies to drive growth for key clients.
- Coordinating strategic research on potential clients, competitors, and practice developments to inform and adapt business strategies.
- Identifying business trends and opportunities ensuring Covington is optimally positioned to grow market share.
- Leading the creation of dynamic and client-facing pitches, RFPs, and other marketing materials, emphasizing the best of the firm's capabilities and experience.
- Building effective agendas for internal meetings and contributing to knowledge sharing and best practices across the Frankfurt office and the firm at large.
- Collaborating with marketing professionals across Covington's global network to drive industry and practice initiatives focused on cross-selling, communications, and pursuits.
- Playing a key role in uncovering opportunities for Frankfurt lawyers and connecting the dots across the firm's business development initiatives.
- Coordinating external marketing communications such as Covington Alerts and invitations in collaboration with the wider marketing team.
- Developing and executing comprehensive event plans, working closely with the firm's global marketing team to support and manage events from inception to completion, ensuring alignment with strategic goals.

Qualifications (continued):

- Excellent oral, written, and presentation skills, capable of effective communication with credibility and diplomacy.
- High attention to detail and ability to work successfully both independently and collaboratively within a geographically dispersed team.
- Proficiency in Microsoft Office, particularly PowerPoint, Word, and Excel, and familiarity with contact relationship and experience management databases. Experience working with Salesforce CRM advantageous.
- Excellent oral and written business communication skills in German and English.

Duties and Responsibilities (continued):

- Managing and leading submissions for legal directories and league rankings, ensuring the firm is prominently and accurately represented.
- Serving as the initial point of contact for all business development and marketing requests.

Reports To: Head of Business Development - EMEA

Status: Exempt

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