

JOB DESCRIPTION: BUSINESS DEVELOPMENT OFFICER

JOB DESCRIPTION	
Position:	Business Development Officer
Reports to:	Head of Operations
Job Purpose	Plan, execute and evaluate the ROI of all business development initiatives to attract, retain and expand a loyal client base
Responsibilities	
<p>Marketing Strategy:</p> <ul style="list-style-type: none"> • Support the Firm’s Marketing Committee in creation and execution of the Firm’s Marketing Strategic Plans. • Contribute to development of business plans and work with Partners and Practice Group heads to execute business development initiatives. • Support the Firm’s Brand Council in the management of the Firm’s brand. • Track industry news for opportunities/issues. • Monitor competitor activity, client and company, sector and geographic trends, draw conclusions, assess implications and prepare marketing and research reports. <p>Lead Generation:</p> <ul style="list-style-type: none"> • Identify new and follow up business opportunities for the Firm. • Manage the pitch/proposal-development process from start to finish. • Identify or create client/prospect outreach development tools such as one-on-one meetings, seminars and speaking engagements, events, sponsorships, client alerts, newsletters, fact sheets and other direct client communications. • Develop, tailor and deliver content for RFPs/pitches and client presentations. <p>Publicity:</p> <ul style="list-style-type: none"> • Oversee the development and printing of all marketing collateral. • Develop and manage directory awards/rankings submissions with the Firm’s partners and advocates as per the timing demanded by the rankings calendars. • Ensure the Firm’s website is up to date, fully functional and representative of the Firm’s brand. • Manage the Firm’s social media channels including engagement, postings and analytics • Identify opportunities for thought leadership and other marketing and campaign ideas to increase brand awareness within the practices. • Work with lawyers to create biographies, announcements and to develop and implement BD plans that take the firm’s synergies and cross-selling opportunities into consideration. • Regularly update and promote lawyers matters and publications within permitted parameters. • Proactively track deals and submit new matters to ranking agencies for league table and other credit/acknowledgment. • Regularly update Partners’ and Advocates’ biographical information and practice descriptions with new content, including matters and awards/rankings. 	

Client Management:

- Collect, monitor feedback and maintain a high degree of client satisfaction.
- Track complaints from the Firm’s clients to resolution.
- Participate in matter review meetings to identify and track opportunities for improving client satisfaction.

Event Management:

- Prepare event plans and checklists as per the Firm’s business development manual.
- Serve as point of contact for conferences, sponsorships and seminars; coordinate with partners, advocates and others to provide required materials.
- Coordination with other offices for practice/sector specific events (i.e. CLE events, office-specific events as needed).

BD Administration

- Track and report on the actual number of wins/losses and reasons for them.
- Collect and archive matter/case summaries and all related information for use in pitches/RFPs, bios, legal directory submissions, website, annual review, press releases etc.
- Assist with assessing/recommending priorities for BD plans/budget, track budgets throughout the year and make recommendations to optimize limited resources.
- Manage all business development processes and procedures.
- Perform other business development duties as instructed by the Partners/HOO.

Minimum required qualifications & experience

- Degree in Business, Law Commerce or Finance related field
- Proficiency in Microsoft Office and Customer Relationship Management systems
- Proficiency in Website and Social Media applications and analytics
- At least 4 years’ experience in Business Development, Sales and/or Marketing preferably in a legal practice

Skills and Competencies

- Ability to foster positive relationships with all individuals across the Firm as well as clients
- Team leadership
- Able to resolve problems offering effective solutions
- Demonstrate excellent speaking, writing, presentation and communication skills
- Able to plan, prioritize and organize work
- Poised to work under pressure with high energy and drive
- Self-starter with high degree of resourcefulness requiring minimal supervision
- Attention to detail
- Proficient with use of modern office technology

Performance Dimensions /Key Result Areas

- Execution of the Firm’s Marketing Strategy and Plans
- Timely and accurate handling of RFP responses and client presentations



- Proper handling of the Firm’s internal and external events
- Positive growth in market penetration, brand strength and social media engagement
- High levels of client conversion and satisfaction

Work Environment & Equipment

- Use of computer and telephone
- Sit for long hours
- Moderate travel

Acknowledgement

I _____ have read and received this job description on ____/____/____

Job Holder’s Signature: _____

Supervisor’s Names: _____

Signature: _____