

Business Development Manager (part-time)

Can you work creatively and get things done?

Bishop & Sewell Solicitors LLP is a successful and growing law firm, providing a full range of personal and business services to small-medium sized companies, family trusts and high net worth individuals.

The firm employs around c100 people, based in offices in Russell Square, London. We are looking for a part-time, 3 days a week **Business Development Manager** – reporting to the firm's Marketing Partner, and working alongside a Marketing Communications Manager. You will receive support and guidance, but the role provides a significant degree of autonomous responsibility.

As such, we are looking for someone who is mature in outlook, able to work on their own and get things done, as well as in a team.

Your key responsibilities are:

Departmental Marketing planning

- Create and update tactical plans for each department (and individual partners where appropriate)
- Arrange and attend regular department meetings to discuss Business Development/marketing initiatives and offer creative solutions.
- Outside of these meetings, monitor progress on actions and keep the momentum going.
- Manage and steer the Project 19 group of junior lawyer/paralegal BD/marketing group.
- Create initiatives to engender an increased culture of cross-selling within the firm.

Client care/CRM

- Managing the SugarCRM database and relationship with CRM supplier.
- Create and monitor development plans for key clients and targets to identify/create cross-selling opportunities.
- Help develop processes to facilitate the sharing of key client and 'business intelligence' information.
- Update CRM database with new information on an ongoing basis, e.g. post-events.

Business development / Partnerships

- Identify, target and monitor referral sources, including work received and reciprocated to them.
- Research background information on clients and targets.
- *Create BD marketing materials.
- Undertake specific projects (e.g. manage all partnerships, LinkedIn campaigns, CSR initiatives) etc.

Tenders/presentations/awards

- Assist partners/lawyers with the writing and production of tender documents.
- Help fee earners with preparing and delivering presentations.
- Create entry submissions for conferences and awards.

Seminars/events/hospitality

- Manage Legal Research Award programme with City Law School.
- *Manage Bloomsbury Festival sponsorship.
- Manage networking events with other professional services firms.
- Work with partners to determine the format and content of seminars/events.
- Help create and collate presentation materials for Partners (using PowerPoint) and hand-outs.
- Supervise/help the general office/admin team in the organisation of all seminars/events.
- Supervise/help with all post-event follow-up activities.
- Provide in-house sales training for fee earners (eg. LinkedIn sales training).

***Website/PR content**

- Post/edit article content from fee earners including related SEO refinements (relevant SEO training will be provided).
- Liaise with departments re their Google Ads/PPC campaign requirements (*with help from remote freelancer who runs these campaigns*).
- Maintain corporate LinkedIn account.

***Advertising & Sponsorship**

- Identify and recommend relevant advertising/sponsorship opportunities.
- Create collateral required.

**in conjunction with Marcomms Manager*

Personal specification

- Flexible with a "can-do" attitude
- Self-starter and motivated
- Strong people skills
- Hands-on role
- Team player
- IT skills: Microsoft Office Suite and LinkedIn.
- Training will be given on bespoke packages – eg. SugarCRM database, Wordpress website CMS and Mailchimp etc.

We expect you to be a strong multi-tasker, proactive, self-confident, enthusiastic, self-motivated and with a good work ethic. Previous experience of professional services marketing, legal or accountancy is preferable.

We are looking for an experienced Business Development Manager who wishes to work part-time (three days a week to suit you, ideally 9.30am to 5.30pm but we can be flexible on hours). Some remote working may be possible.

If interested, please send a covering letter and your full CV to:

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