

POSITION DESCRIPTION

Business Development Manager, Global Banking & Finance Practice

Position Title	Business Development Manager, Global Banking & Finance Practice
Department	Global Business Development & Marketing
Position Type	Full Time - Permanent

Role Summary

We are looking for a Business Development Manager to join our highly-regarded team at Baker & McKenzie Global Services, Belfast.

The successful applicant will be responsible for developing and executing business development and marketing programs for the Global Banking & Finance Practice Group, working closely with the Global Practice Group Steering Committee, the Director of Practice Operations, and the Group's Director of Knowledge Management. This role is responsible for raising the profile of the Banking & Finance practice, and helping to acquire new clients and expand existing client relationships.

We are looking for someone to join the team who has a very strong work ethic and a genuine interest in working for a law firm.

The Firm

Baker & McKenzie is a truly global law firm. We have more offices in more locations than any other law firm and most of our work has an international dimension. With 12,000 people in 47 countries, few other firms can claim to be so multi-national.

Yet big does not mean impersonal. One of the things you'll notice about Baker & McKenzie is our culture. We call it Fluency, which describes how we work, think and behave when we are at our best. Every person in the firm is measured not just on the basis of how they perform but how they perform in this culture.

And, because we have no global head office, at the local level we can offer you the best of both worlds: the work, pride and experience of being part of one of the world's leading law firms but in a local office environment that is friendly and supportive. No matter what the role or level, our strategy is to encourage and support every Baker & McKenzie person to fulfil their potential.

Our Belfast office is a centre of excellence and focuses on providing high quality legal services to the Firm's clients around the world, and business and administrative services to our many offices and practice groups.

Responsibilities

Strategic Planning:

- Provide strategic direction with regard to all marketing, business development and communications activities.
- Develop, define and disseminate clear positioning and messaging for the Banking & Finance practice group and its practitioners worldwide.

- Develop the marketing and Business Development components of the Global Banking & Finance Practice Group annual business plan.
- Review and supervise regional marketing and Business Development plans to ensure alignment with the Global plan.

Profile-Raising:

- Team with lawyers and marketing/Business Development staff around the world to market the services and expertise of the Banking & Finance practice group through the development and deployment of thought leadership content and other profile-raising activities.
- Team with the Firm's Communications team to draft press releases, pitch story ideas and provide spokespeople to reporters as appropriate, track published articles and consider social media strategy around key projects.
- Manage practice group awards and league table rankings, including oversight of submission to Chambers Global and other high-profile publications, assist regions and offices in articulating key messages for directory submissions and share best practices in the submissions process.
- Work with Knowledge Management to develop client and market facing knowledge based marketing tools and materials - handbooks, Apps and tools, market know how, technical updates, training programs and seminars etc..

Client Development:

- Collaborate with the Global Client Managers to enable client teams to develop more Banking & Finance work (including acquisition finance, financial restructuring and insolvency, derivatives, project finance, financial services regulation, trade finance, real estate finance, securitisation and other areas of Banking & Finance expertise) for the Firm.
- Work with partners and business development staff to conduct and promote post transaction reviews in order to obtain client feedback and assist in improving client service.
- In conjunction with other transactional practice groups and industry groups, further develop our relationship with investment banks to enhance our credibility in the Banking & Finance market.
- Support the preparation of responses to client's request for proposals or information on the Banking & Finance practice group and in preparing attorneys for business development meetings with clients and prospects.

Analysis and Research:

- Actively develop and maintain a deep understanding of the banking and financial services market and the competitive position of the Firm's Global Banking & Finance practice group through extensive internal and external research.
- Monitor, analyse and communicate market, industry and competitive trends for the Global Banking & Finance and assigned sub-groups.

Marketing/Communications:

- Lead the review and continuous improvement of the practice group's suite of marketing materials, including capabilities statements, pitch templates, deals lists, website content (internal and external) and press releases.
- Drive internal communications globally for the Banking & Finance practice group, to assist in building a cohesive and well informed practice.
- Ensure the group's deals and work experience are collected on a regular and timely basis, submitted to Firm systems and reported to league table organizations.

Management and Coordination:

- Provide management and direction to direct reports in Belfast including a Business Development Executive and indirect report to a Practice Group Administration team.
- Establish a community of global, regional and office Banking & Finance Business Development staff with a view to sharing best practice and coordinating the roll out of initiatives globally.

Job Holder Requirements**Essential Criteria:**

- Degree in marketing, communications (journalism, public relations) – or equivalent work experience; advanced degree preferred.
- A minimum of five years experience in a marketing or business development role working in a professional services environment.
- Experience leading Business Development/marketing for a practice group, service line or industry group.
- Experience working with partners/senior executives in a professional services firm.
- Previous experience in a managerial role.

Technical & Personal Skills:

- Excellent oral and written communication skills.
- Excellent writing skills and ability to prepare specialized written materials.
- Ability to effectively manage competing priorities.
- Strong judgment and ability to make well-reasoned independent decisions.
- Advanced understanding of strategic marketing and communications.
- Self-motivated and independent, able to work with a minimum of supervision.
- Comfortable working across multiple cultures and time zones in a matrix organization.
- Strong interpersonal skills, including pleasant nature and ability to influence others.
- High degree of attention to detail.

Baker & McKenzie Global Services Belfast is committed to promoting diversity and inclusion for all. This is intrinsic to everything we do and underpins Baker & McKenzie's vision to be the premier global law firm. This vision cannot be achieved without harnessing the imagination and the creative problem-solving capability of talented people whatever their background. Our unique international culture is reflected in the drawing together of a worldwide family of individuals from diverse cultures and backgrounds in all of our offices.

The Belfast office mirrors the wider firm in encouraging the best people, regardless of race, religion or belief if any, gender, gender identity, disability, sexual orientation or age, to fulfil their professional aspirations with us so as to create an exciting and diverse legal environment.