

Baker McKenzie.

POSITION DESCRIPTION

Marketing / Business Development Manager / Senior Manager,
Dispute Resolution

Position Title	Marketing / Business Development Manager / Senior Manager, Dispute Resolution
Department	Global Business Development
Position Type	Permanent / Full Time

Role Summary

We are looking for a Marketing / Business Development Manager/Senior Manager to join our highly regarded team at Baker McKenzie.

The successful applicant will be responsible for developing and implementing an effective BD and Marketing program for the Global Dispute Resolution Practice Group, working alongside the Global Practice Group Steering Committee, the Director of Practice Operations and the Director of Knowledge.

Primary objectives include improving the profile of the Dispute Resolution Practice Group in target markets and internally, helping to acquire new clients and expanding client relationships across the globe.

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 13,000 people in 47 countries, few other firms can claim to be so multi-national.

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

The successful applicant will be responsible for:

Business Planning

- Understand the Firm's and the Group's strategic plan and ensure that the Group's business development objectives support the overall these plans.
- Assist in the development and execution of annual business plans for the Group.
- Review regional marketing and business development plans to ensure consistency and

alignment with global plans.

- Track business development activities carried out by Group members.
- Track Dispute Resolution trends and developments and competitor information.
- Collaborate with the C&I BD manager on BD approach, maximise business opportunities.
- Collaborate with the GIGs and PGs to promote the Group, identify client opportunities and develop cross-practice service lines.
- Track all BD expenditures.

Client Development

- Proactively work with partners to target and develop clients so that the Group is aligned with the Firm's client program.
- Assist partners with client opportunities e.g. (background research, preparation of questionnaires, note taking/participation in visits with partners, etc.) and track these opportunities.

Marketing Materials

- Develop materials that can be used to consistently communicate with clients and prospective clients on the major topics of the group.
- Understand the Firm's global marketing standards and consistently apply them in all aspects of their work.
- Identify and develop marketing materials required by practitioners in the group according to the frameworks and templates defined in the Firm's marketing standards.
- Develop internal (WorkPlace, intranet/internet, The Global Drive, GAN, IA Newsletter, ad hoc blog posts) and external (newsletters, social media) content for the Group.
- Conceive of innovative ways to engage internal and external clients with DR products and services.

Credentials

- Manage standards and procedures to ensure that the Group's work experience (deals or matters) is collected on a regular and timely basis and stored in the Credentials Repository.
- Maintain up-to-date reports on awards, achievements and rankings of the Group globally.
- Prepare comprehensive global and assist with regional practice-related submissions to relevant directories and league tables in cooperation with the appropriate global and regional teams.

Bid and Proposal Support

- Collaborate with the global bids team to proactively determine disputes panels for which we should bid understand which panels we are not on and why
- Develop practice group bid/proposal support materials, including descriptions of services offered, key client and matter lists, honors and awards summaries, etc.
- Develop responses to practice group-specific bids and proposals and contribute to multi-group bids and proposals as needed.

Conferences and Seminars

- Identify, organize and evaluate strategic sponsorships.
- Identify, evaluate and coordinate the Firm's involvement with key memberships in relevant influential organizations.
- Identify, coordinate and evaluate speaking opportunities at conferences and seminars.
- Help develop content for conferences and seminars.
- Together with the Group administrator, manage the logistics and prepare documents for the DR Partner meeting at the Annual Meeting.
- Coordination of the group's marketing support network
- Organize regular conference calls with regional and local BD/Marketing staff with responsibility for supporting the practice group.
- Review regional marketing and business development plans to ensure consistency and alignment with global plans.
- Manage support team from Manila
- Maintain communications with the other teams within the BD department - client service

team, pricing and legal project management team, media/comms, etc.

Job Holder Requirements

Essential Criteria:

- Relevant undergraduate degree (2:1 classification or above preferred)
- At least 7 years of marketing/business development experience within a professional services environment.
- Competitive intelligence research knowledge.

Personal & Technical Skills:

- Excellent oral and written communication skills
- Interest or background in disputes - litigation, arbitration, and corporate business issues.
- 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.