

JOB DESCRIPTION

Job title: Senior BD & Marketing Executive/Executive

Reporting to: Group Head of Business Development and Marketing

Hours: 9am to 5pm / 9.30am to 5.30pm

Job purpose:

The role will focus on developing and delivering BD and profile-raising activities for the legal services division of professional services group RBG Holdings plc – RBG Legal services Limited (RBGLS) trading as law firms Memery Crystal and Rosenblatt.

RBGLS is currently split into three departments: Disputes (Rosenblatt), Real Estate and Corporate (Memery Crystal). This role will work with all three but most closely with Disputes and Corporate. There is also scope for involvement at Group level, for RBG Holdings plc, as well as subsidiaries sell-side only M&A advisers Convex Capital and litigation funders LionFish.

This role works closely with the BD & Marketing Manager and the Digital Marketing Executive, as well as the Group Head of BD & Marketing.

Responsibilities:

This diverse, creative role spans business development and marketing activity but with a bias towards marketing communications, in particular responsibility for external comms, campaign management and brand. The role also includes leading on some firm-wide strategic initiatives and campaigns.

Marketing communications (40%)

- Identifying topics, working with fee earners to create interesting, useful, and engaging content.
- Manage sponsorships of key industry events - including negotiating and securing the best deal and ensuring all promised sponsorship deliverables are fulfilled.
- Working with the team on the relevant group awards and league table rankings, including submission to Chambers UK and Legal 500.
- Ensure that the firm's website is up to date with the service offering and latest news, views and case briefings related to the teams you are working with.
- Lead on the development, delivery, and dissemination of thought leadership initiatives (e.g., Founders' Foresight).
- Leading external client communications including the monthly newsletter for Memery Crystal and building good quality disputes content for Rosenblatt.
- Manage your teams' marketing communications to clients and prospects.
- Manage your teams' social media presence on LinkedIn and Twitter.
- Ensure that the firm's digital platforms are up to date with the service offering and latest news, views and case briefings related to the above group.
- Proactively source and manage PR opportunities via social media (most relevant to employment).
- Working with various practice areas within the group and the wider Marketing and Business Development team on campaigns such as the Scale up growth companies' initiative, including leading on targeting activities, campaign activation and managing brand partners.

BD (30%)

- Contributing to bid management best practice including pitch software tool PitchPoint and related projects.
- Managing the bid process including advising on and preparing pitch collateral in conjunction with partners and other fee-earners. Working closely with the BD & Marketing Manager.
- Helping with intra-brand cross selling and external targeting initiatives around key industry events (such as MIPIM/Indaba.)
- Ensure follow-up with leads - including following-up personally where necessary - arising from various profile-raising activities.
- Lead on the conceptualisation, development, and delivery of department-led events for clients and prospects. Including finalising event venues, designing, and sending out invitations, managing RSVPs, co-ordinating with external speakers where relevant, liaising with external suppliers, on-the-day event management with the BD & Marketing team, and completing post-event follow up.
- Work closely with the Group department heads and the Group Head of BD and Marketing to develop and deliver annual BD Plans.
- Working with the Group Head of BD and Marketing and client relationship partners to develop and implement a 'Key Client Programme', and client feedback

Wider strategic initiatives (15%)

- Leading on delivery of strategic projects involving the website with guidance from the Group Head of BD and Marketing.
- Supporting brand alignment projects across Memery Crystal and Rosenblatt (amongst others).

Experience/Skills

- An excellent academic background. Degree qualified or equivalent level.
- Strong commercial awareness, and an interest in current affairs.
- Previous business development / marketing experience in a legal / professional environment, running multiple practice areas / sectors preferred.
- Marketing qualification or progress towards marketing qualification is desirable.
- Predisposition to BD and research skills preferred.
- Interest in working with marketing technology (Sales force, PitchPoint, WordPress, MailChimp/Vuture).
- Excellent writing skills and communication skills.
- Excellent software skills (particularly Excel and Word).

Personal traits

- Creative, curious, lateral thinker. Calm under pressure. Proactive with great people and communication skills.
- Self-motivated, enthusiastic and a team player. Proven experience to drive projects / initiatives forward with sometimes limited supervision.
- Fast learner with high attention to detail. Ability to work on own initiative and can work to very tight deadlines.
- Responsiveness and reliability.
- Natural organisational and communication skills.
- Confidence in working with partners and resilience. Strong interpersonal and communication skills, and well organised.
- Ability to write and edit copy for client facing content.