

Job Specification

Title: Business Development Manager (Real Estate)

Department: Business Development and Marketing

Reporting to: Director of Strategy and Marketing

Working hours: Monday – Friday 9.30am – 5.30pm (however flexibility to support early morning and late evening events will be required. The firm currently expects employees to be in the office at least 3 days a week.)

The BD and Marketing Department

This role provides a fantastic opportunity to join our small (8 people) but dynamic BD and Marketing team, which currently consists of a Strategy Director, three BD managers, a Senior Digital Executive, a Senior Internal Communications Executive, a BD Executive and a Marketing Assistant.

As the BD and Marketing department grows, our aim is to recruit astute, motivated and enthusiastic individuals to represent and grow with the Fladgate brand.

This is a team whose focus is on:

- Creating a brand built around providing and Unlimited Partnership with clients (a service based approach based on client research and unique to the firm that delivers PACE based solutions - Personal, Agile, Clever, Enterprising in everything it does internally and externally. It seeks to live these value in how it delivers for the internal clients and supports everyone in delivering the same for clients.
- Moving fast, seeking to harness best practice, leading the firm in delivering strategic solutions not just meeting internal demand
- Continuous learning and improvement, it runs its own training programme as well as benefiting from firm wide courses and support and access to LinkedIn Learning

The Role

We are seeking someone with experience as a BD Manager or Senior BD Executive and extensive experience in the Real Estate sector.

This person will, along with managing BD for the Real Estate Department, be expected to run Marketing campaigns to promote the Real Estate group; help improve pitching; and of course

maintain on-going needs with speed and efficiency including Directory support, on-going events activity and social digital awareness. This role is seen as one that helps push the department forward as an 'agent for change' working closely with the Director of Strategy.

This role would suit an experienced, dynamic, astute and enthusiastic marketer, who is seeking to have a real impact in a dynamic and entrepreneurial environment.

Duties & Responsibilities

For the Real Estate Department

- Devise and implement BD plans for the Real Estate practice. Drive strategic business development initiatives in line with business goals.
- Identify and take forward initiatives and campaigns to help grow our profile within our chosen markets.
- Undertake budget management including an assessment of the cost vs benefit of all BD activity to ensure that resources are used in an efficient and effective manner.
- Act as the main BDM point of contact for pitches and bids advising partners on the recommended route for responding to formal and informal opportunities and managing the process from start to execution.
- Evaluate the commercial viability of bid opportunities and make justified recommendations as to whether or not opportunities should be pursued.
- Support fee earners to develop lead generation activity and identify, target and prioritise prospects.
- Work with the firm's Partners and lawyers to ensure deal sheets are being completed appropriately and filed correctly on iManage.
- Develop an in-depth knowledge of and contribute to the implementation of a plan to target the department's key clients. Identify which are the most appropriate clients for growth and cross-selling opportunities.
- Oversee the referrals programme, driving BD activities with the strategic aim of maximising profitable revenue from existing and potential work referrers.
- Work with the firm's PR agency to draft media and communications materials including deal announcements and article synopses. Look for opportunities to proactively raise the profile of the Department whether through partnering with external organisations or by engaging in firm-wide initiatives.
- Ensure that the Department produces Insights (thought leadership) across all the key practices/sectors within RE.
- Manage the annual legal directories process, working with partners and the BD Manager to maximise Legal 500 and Chambers submissions, including the referee and interview process.
- Attend specific practice group, sector and geography meetings (and create and facilitate these where they don't currently exist) to provide guidance and input on all proposed activities and projects at the idea stage and to ensure that previously agreed initiatives are progressed.

For the wider firm:

- Support the Director of Strategy and Marketing in regularly reporting to the Executive Board against firmwide KPIS on BD activity across pitching, conversion ratios, client feedback, cross selling, client growth etc.
- Drive and implement improvements in the firm's pitching and credentials effectiveness and production.
- Help and support with others in the wider Marketing and BD team the production of the Firm's Partner conference.

Person Specification

An experienced Business Development person – (5-7 years), ideally with at least 5 years' experience in a business development role within a Real Estate and professional services environment.

The successful candidate will possess many of the following qualifications and attributes:

- Significant experience in a comparable role within professional services (experience working within a partnership structure is essential); law firm experience is highly desirable.
- A naturally confident leader and strategic thinker, demonstrating credibility and influence among senior stakeholders.
- Demonstrates passion - approaches all tasks in an enthusiastic way. Committed to upholding professional standards.
- A Creative thinker and able to demonstrate this via excellent writing style, development of campaign ideas and in thinking laterally.
- A first class communicator, both written and verbal.
- Commercially aware, sensitive to the concerns and needs of internal and external clients.
- Highly team-orientated and a strong personal touch.
- Nimble and entrepreneurial - able to deal with multiple priorities and urgent situations.
- Able to work autonomously and to a deadline.
- Good at sharing skills & knowledge; familiarity with the latest thinking in BD including the use of social media.
- Excellent project management skills with a track record of leading and developing high performance teams and seeing projects through to completion.
- Tenacious approach to delivery, quality of output and organisation.
- The ability to work well with staff at all levels.
- Ability to operate under pressure to resolve issues in a controlled and calm fashion.

Technical requirements:

- Excellent understanding of Word and some understanding of how to develop templates.



- Excellent PowerPoint and Excel skills.
- Knowledge of how CRM systems (such as InterAction and Salesforce - which the firm plans to migrate to in 2023) and EMS (such as Vuture).
- Extensive experience in developing pitch and credentials documents.
- Educated to degree level .

About Us

We have 86 Partners and 222 staff. Clients appreciate our personal scale and flat efficient structure but know we can also help across the full breadth of their needs and bring international connectivity. We deliver all this from one office without the overheads or bureaucracy of larger international network firms. Our practice groups include:

- Corporate: including capital markets, M&A, tax, private capital, restructuring and employment
- Dispute Resolution: which includes regulatory, corporate governance and investigations, banking and financial services litigation, international commercial arbitration, insurance, contentious trusts and family, civil fraud and asset protection
- Funds, Finance and Regulatory: including investment funds, private equity, fund managers, asset and investment managers, promoters, sponsors and investors
- Real estate: including planning, construction, real estate finance and real estate litigation.

Our client base is made up heavily of both entrepreneurial growth businesses who are often 'trend initiators' as well as UHNWI's or their advisors with intricate and generally multi-jurisdictional needs. Our success comes from providing levels of personal service that other firms are unable to match. Partners operate in small close-knit teams and are immersed in their client's business and their client's futures.

These clients like our personal scale and flat efficient structure but know we can also help across the full breadth of their needs and bring international connectivity. Our distinctive approach (brought to life in our new brand – showcased on our website) stems from providing a level of personal service that our clients tell us they do not get from the other firms they use*.

In addition to advising a substantial UK-based client base, the firm provides a proactive and efficient service for clients with international business through specialist groups which serve continental Europe, India, Israel, South Africa, the Middle East, Russia/CIS, US, Canada and the Asia Pacific region. Operating from London and comprising multilingual and multi-qualified lawyers, these groups facilitate cross-border activities for a diverse range of companies. The firm is a member of the International Lawyers Network, a worldwide non-exclusive association of high-quality full service law firms based in 67 countries.

For more information visit our website at www.fladgate.com



Inclusion & Diversity



"As the new Senior Partner of the Firm, I am acutely aware that our vision and values are built around the word 'personal'. We are a people business dependent on brilliant client relationships. Inclusion and diversity objectives are therefore not 'soft' business aspirations, they are fundamental to our success"

Sunil Sheth, Senior Partner

I&D - Our focus

We know that to achieve our inclusion and diversity objectives we need to focus on a number of areas:

- Developing a diverse leadership - we have a mix of different ethnicity and genders on our leadership groups. We are working hard to improve the gender balance of our partner team and in the last 18 months 4 out of 9 people joining the partnership were women.
- Attracting a diverse work force. This means adopting a properly personal approach when connecting with those interested in joining our team including: ensuring fairness in our processes; working with those, like recruiters, who help us in this; a commitment that you will always meet male and female talent in our recruitment interviews;
- Engaging with everyone in our team to ensure they are heard, supported and understood. Encourage everyone to develop their own voice in shaping our culture, their

future and our service to clients. That might be working flexibly or that might be a specific career programme - everyone needs different things at different times.

- Helping all our people in all roles to achieve their full potential. We provide training, coaching, internal mentors and buddies, whatever works for each individual and their own personal development path.

For everyone including our clients we are striving to:

- Ensure that contact with us, including for example at events we organise, is always inclusive and appropriate for all, all preferences will be catered for.
- Endeavour to ensure our teams working on different client matters reflect the right balance of gender and ethnicity.
- Develop and support our client's own inclusivity and diversity objectives by running industry specific workshops and seminars together.
- Have regular open conversations with clients about progress around inclusion and diversity.



Women in Law Pledge



Benefits

We reward our staff for their continued commitment to the success of this firm with a comprehensive range of benefits.

On joining:

- Life assurance scheme – 4x annual salary (non-contributory)
- Annual holiday entitlement – 26 days per calendar year (full time)
- Flexible holiday scheme - buy up to five days extra holiday per annum

- New business bonus - calculated as a percentage of work introduced
- Staff introduction bonus - £1,000- 5,000 depending on vacant role
- Personal training/yoga – free weekly sessions
- Free online GP service - 24/7 online video GP consultations

After 2 months:

- Group personal pension plan - 4%-5% employer contributions, matching employee contributions of 4% -5% (automatically enrolled). Processed via salary sacrifice 50% of employer NI savings added to contribution

After 3 months:

- Company sick pay scheme
- Group income protection
- Season ticket loan
- Private Dental Plan – payable through monthly payroll
- Gym membership scheme – interest free gym membership loan
- Eye test vouchers – every two years

After 6 months' service and end of probationary period:

- Private medical scheme insurance medical insurance scheme (non- contributory)

Dress for your day policy: Our intention is to allow our people to choose a dress code suited to their daily schedule in order to maximise comfort while still maintaining a professional image.

Parental Leave & Maternity Policies

Our aim is to create a culture where our people can thrive and feel supported at work. As such, the firm's approach to parental leave is designed to ensure that anyone who is a parent or is expecting to be a parent has a positive experience prior to parental leave, during their parental leave and upon their return to work whichever type of leave they decide to take.

Our parental leave policies* cover:

1. **Maternity** - We offer both statutory maternity pay (SMP) and enhanced maternity pay (EMP), subject to eligibility*. If eligible, EMP provides 100% of your salary in weeks 1-12 and 50%

of your salary in weeks 13-24. Weeks 25-39 are at the government set rate (or 90% of salary, whichever is lower). In order to receive EMP, you must undertake to remain continuously employed by the Firm and to return to work for a period of at least 6 months from the date of your return to work before providing and notice of resignation*.

2. **Paternity** – We offer enhanced paternity pay (EPP) as full basic pay for up to 2 weeks*.

3. **Shared Parental Leave (SPL)** – SPL allows parents to take up to 50 weeks' shared leave in total following the birth or adoption of a child*.

4. **Adoption and Surrogacy***

5. **Ordinary Parental Leave** – Allowing up to 18 weeks unpaid leave for employees who have parental responsibility for a child / children*.

*Full details can be found in our staff handbook, which will be provided upon offer of employment.

Flexible working

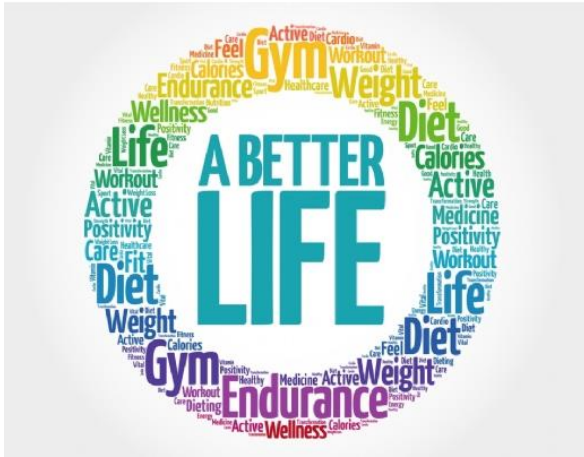
At Fladgate, we recognise the importance of an agile approach, not only in the way we work with our clients, but our employees also. Flexible working allows our people to cut down their commute time (and cost!), organise their own day and ultimately have an improved work / life balance, all of which contributes to an improved experience as well as better wellbeing and engagement.

Flexible working at Fladgate varies depending on your role and responsibilities. As a general rule, for those who can work from home and have roles compatible with home working, we are operating a hybrid pattern of 2-3 days remote and 2-3 days office based. This is subject to change as the role necessitates and not a contractually binding agreement (unless stated otherwise).

Further clarification of this policy will be provided during the recruitment process.

Wellbeing





The firm recognises the importance of the health and wellbeing of all our people and that it can play a part in promoting an environment which allows everyone to flourish and reach their full potential.

Our Wellbeing programme consists of four key pillars:

Physical Health

- Bupa private medical insurance (optional benefit to join after six months' service)
- Eye test vouchers
- Optional dental insurance
- Flu jabs
- Weekly personal (group) training sessions
- Gym and sports club loans and cycle to work scheme
- Various sports teams and groups across the firm



Mental Health

- Employee Assistance Programme (EAP), available 24/7 and 365 days a year
- Counselling sessions available via the EAP where needed
- YuLife health and wellbeing app
- Annual holiday entitlement and flexible holiday scheme, and the opportunity to buy up to an additional two weeks' holiday
- Resilience and stress management training
- Mental health awareness talks and training sessions



Financial Health



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Social & CSR

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