

## Job profile

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| Title        | Business Development Executive      |
| Department   | Business Development & Marketing    |
| Reporting to | Senior Business Development Manager |

## The firm

We have 82 Partners and 250 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](http://www.fladgate.com)

*\*Fladgate 2019 client survey: run by Nisus consulting with 310 client responses. Fladgate outperforms other firms clients use and the market Optional paragraphs to bring key average for all UK law firms across all the critical element of service related to teamwork and relationships.*

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## The business development (BD) and marketing department

A fantastic opportunity to join our dynamic BD and marketing department, which currently consists of Strategy Director, Senior BD Manager, three BD managers, a BD and Communications Executive and a Marketing Assistant. As the BD and marketing department grows, our aim is to recruit astute, motivated and enthusiastic individuals to represent the Fladgate brand. As a result of this we are creating a new role to support the critical area of Business Development working and supporting Business Development Managers in delivering credentials and pitches as well as wider activities such as supporting marketing campaigns and special events.

This is an opportunity to join our small (7) but growing team who lead an exciting and wide-ranging change programme, aimed at increasing the impact and effectiveness of business development, marketing and communications activities. This role would suit a dynamic and enthusiastic marketer wanting to build on their experience in the BD area who is seeking to work and learn in a fast moving and demanding environment.

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## The role

As a business development executive in the BD and marketing department, your role is to provide day-to-day support (especially in the area of pitching, credential development, and supporting marketing campaigns) to the firm's Business Development Managers and to assist in the delivery of key projects to support the firm's strategic ambitions and growth.

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## Duties and responsibilities

- Primarily:
  - Supporting and reporting into the Senior BD Manager in Real Estate to deliver BD activity for the RE team.
  - Plus under the guidance and co-ordination of the Senior BD Manager to spend a percentage of their time supporting the BDM for the Dispute Resolution Department (who works 3 days a week)
  - Working with the Strategy Director and the Senior BD Manager in supporting the management of the firm wide key account programme including planning, tracking and execution of activities. To be familiar and comfortable with using the firm's CRM system, InterAction, to find and input data to support marketing and BD initiatives and events.
- In addition:
  - Also co-ordinated by the Senior BD Manager to assist the BD Managers with reviewing and updating key BD collateral including expertise documents.
  - Work with the BD Managers to assist on the drafting and production of pitch responses, tailored expertise documents and client presentations.
  - Assisting the BD Managers with drafting media and communications materials including deal announcements and case studies.
  - Support the BD team to execute agreed marketing plans and relevant campaigns to best practice. Provide analytics to help identify and track leads generated throughout the campaign.
  - Use analytics to monitor performance of activity and report appropriately ensuring maximum ROI is achieved.
  - Support the BD team to prepare internal and external source research and necessary supporting material including marketing assets
- To act as deputy to the BD & Communications Executive during times of absence (updating the firm's social media feeds & support on comms).
- Supporting on directory submissions.
- Other additional support as required.



## Person specification

- Minimum 3-5 years' experience in professional services business development.
  - Experience in developing pitch and credentials documents.
  - Excellent communication and drafting, writing and editing skills. Attention to detail a must.
  - Excellent PowerPoint and Excel skills.
  - Professional, personable and mature attitude, with the ability to work appropriately with people at all levels of an organisation.
  - Effective relationship builder – is able to interact with individuals at all levels across the business.
  - Shows initiative.
  - Able to deal with multiple priorities and urgent situations as they arise without panic.
  - Ability to work autonomously and to a deadline, every time.
  - Comfortable with technology, particularly online and social media environments.
  - Commercially aware, sensitive to the concerns and needs of internal and external clients.
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## Equal opportunities

As a firm we are committed to the promotion of equal opportunities in all stages of the recruitment process. We are signatories to the Law Society Diversity and Inclusivity Charter and have been awarded the 'Gold standard'.

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## Benefits

We reward our staff for their continued commitment to the success of this firm with a comprehensive range of benefits such as: a generous holiday allowance of 26 days, new business bonus, fee earner bonus, life assurance, GIP, private medical, contributory pension, season ticket loan, GymFlex sports club loan, free weekly personal training and yoga sessions and staff introduction bonus.

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