GLOBAL HEAD OF PRACTICE MARKETING & BUSINESS DEVELOPMENT

JOB DESCRIPTION

DEPARTMENT: Marketing & Business Development
STATUS: Exempt

SUMMARY

Hogan Lovells has a well-established Marketing & Business Development function, which supports the firm in the full spectrum of BD, marketing and client relationship management activities. The Department has five principal global functions: Practice Groups, Clients & Markets (including Industry Sectors), Pitches & Pursuits, Communications, and Marketing Projects & Campaigns. A sixth area, Strategic Innovation, is based in BD but encompasses all areas of the firm.

The firm is organized into five global practice groups: Corporate; Finance; Government Regulatory; Intellectual Property, Media & Technology; Litigation, Arbitration & Employment. Each Practice Group has a dedicated team of Marketing & Business Development (M&BD) professionals located in a number of offices across the globe. These teams will have a direct reporting line into the Global Head of Practice M&BD; each has a dotted reporting line into their respective Practice Group Leader.

This is a senior, global role, reporting into the CMO and is part of the M&BD global leadership team. The jobholder will be expected to build strong, advisory relationships with the Practice Group Leaders and other leading partners within the practices.

This position can be based in Washington DC or New York.

JOB DESCRIPTION – KEY RESPONSIBILITIES

The overall purpose of the role is to ensure that marketing and business development in each practice and across all markets is directed and executed so as to achieve the best possible business results. The responsibilities below will be delivered both by the jobholder and, under his or her guidance, by members of the team.

- Leading and directing the practice M&BD teams individually and collectively, across all geographic markets. The role has direct responsibility for a large team (30+) across the five practice groups and a large number of offices.

- Working with the Regional M&BD Heads to ensure that individuals in smaller offices with a portfolio of responsibilities are fully informed and motivated to conduct effectively the practice-based element of their roles.

- Working closely with the Practice Group Leaders and the senior members of the practice M&BD teams, develop robust BD plans and budgets in line with the firm’s strategy and business objectives.
• Guiding the implementation of M&BD plans and regularly monitoring and reporting on progress.
• Shaping and driving programs to identify, develop and convert business opportunities and thereby grow the firm’s revenue.
• Working with the practices and their M&BD teams to identify opportunities for product development and thought leadership, and bringing these to fruition.
• Ensuring partners receive actionable market and competitor intelligence to help them identify and respond to opportunities and challenges.
• Advising and coaching partners on effective marketing and business development, to improve the effectiveness of their activity and to optimize ROI. This includes helping them to use available M&BD resource in ways that will deliver greatest value.
• Managing the development of relevant BD infrastructure and processes, to ensure common standards and approaches and to optimize efficiency.
• Managing all aspects of the M&BD budget process.
• Developing and disseminating best practice for practice marketing and business development, and driving this through the business. Providing quality control for M&BD work in all practices, and responsible for the overall quality of practice group marketing content and execution.
• Ensuring that Practice M&BD team members adhere to all relevant policies and protocols.
• In conjunction with other M&BD functions and the People Development team, developing and, where appropriate, running training programmes in BD for partners, lawyers and business service departments.
• Working as part of the wider M&BD Leadership team to deliver the overall M&BD plan. This includes supporting and facilitating the involvement of Practice M&BD team members in client teams, industry sectors or ad hoc initiatives led by other members of the Leadership Team.
• Taking on additional responsibilities within the M&BD leadership team, as required, e.g. team training, communications or ad hoc projects.

QUALIFICATIONS

REQUIRED SKILLS AND EXPERIENCE
• Strong track record in senior marketing and business development roles within an international law firm or other professional services organization
• Hands on experience of practice based marketing and business development, together with broader experience across the marketing and business development spectrum.
• International experience, working with colleagues and internal clients in different geographical markets.
• Ambition, initiative and energy.
• Able to think strategically and commercially, with demonstrable strength in strategic planning
• Strong operational and project management skills and experience.
• Excellent leadership skills, with experience of managing and motivating large teams.
• Excellent interpersonal and influencing skills; persuasive and diplomatic, with a high degree of confidence and the ability to challenge the thinking of partners and win their support.
• Highly motivated and enthusiastic self-starter, demonstrating a high level of initiative. Able to shape, lead and drive the agenda in areas of responsibility.
• Commercially minded with the ability to translate emerging business issues and developments into opportunities for the firm.
• Collaborative and able to work effectively as part of a team.
• Resourceful and resilient, with the ability to adapt quickly to different situations and personalities.
• Strong written and verbal communication skills with an excellent eye for detail.

PREFERRED SKILLS
• A relevant post-graduate management qualification such as an MBA or equivalent would be advantageous.
• Experience of having lived and worked in other countries.

HOURS

Core hours are Monday through Friday, 9:00 AM to 6:00 PM (1-hour lunch), must be flexible to work additional hours.

This job description sets forth the authorities and responsibilities of this position and may be changed from time to time as shall be determined.

Hogan Lovells is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, pregnancy, age, national origin, disability, sexual orientation, gender identity or expression, marital status, genetic information, protected veteran status, or other factors protected by law.