MARKETING & BUSINESS DEVELOPMENT DIRECTOR – GLOBAL CORPORATE PRACTICE GROUP (CPG)

JOB DESCRIPTION

DEPARTMENT: Marketing
STATUS: Exempt

SUMMARY

Hogan Lovells has a well established Marketing & Business Development function, which supports the firm on the full spectrum of BD, marketing and client relationship management activities. Each of the firm's five global Practice Groups has a dedicated team of Marketing and Business Development professionals located in a number of offices across the globe, headed by a senior manager.

This is a senior, global role, reporting to the BD Leadership team and to the Corporate Practice Group Leader (PGL). The position will work in conjunction with the Corporate PGL, other senior partners in the practice and the CPG's Head of Business Management to develop and implement the global practice's BD plan in line with its business objectives and plan. In addition to managing the Marketing & BD team within the practice, the role works collaboratively with colleagues in other parts of the Marketing & BD function to ensure prompt, seamless service delivery in areas such as analysis, publications and event organization.

The CPG comprises more than 1,000 lawyers located across Africa, Asia, Europe, Latin America, the Middle East and the United States. We successfully deliver legal solutions across a range of diverse practices from corporate transactions and complex commercial arrangements, to challenges arising in the areas of tax, real estate and pensions.

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

JOB DESCRIPTION

Marketing and BD Planning & Budgeting

- Working closely with the PGL, other senior partners and the Practice Group's Head of Business Management to develop robust BD plans and budgets in line with the Group's business plans and objectives and the firmwide Marketing and BD strategy.
- Providing BD input to the development of business plans for the Group and delivering meaningful market analysis as required to support the planning process.
- Working with the PGL to allocate, develop and monitor the BD budget in line with the BD plans.
- Managing the implementation of BD plans and regularly monitoring and reporting on progress.
Pitches

- Project managing and advising on panel and opportunity-specific pitches across the CPG, including producing high quality pitch documents, preparing pitch teams for presentations and carrying out post-pitch and client service reviews.
- Promoting pitching best practice across the Group through a combination of coaching and formal training.

Client Development

- Ensuring that client development principles and best practice are adopted across the CPG, working with other BD and other client development colleagues as required.
- Acting as a client development manager for some of the firm's key clients.
- Encouraging full and effective use of the firm’s CRM database (InterAction).

Targeting and New Business Generation

- Working with the different practice areas on the development and implementation of targeting initiatives and campaigns.
- Advising partners and teams on specific new business opportunities and providing support on the development of our approach, team, proposition and supporting materials (i.e. credentials, etc).

Marketing Campaigns and Profile Raising

- Planning and managing the implementation of marketing communications programs in support of the wider BD plan, to raise our profile and awareness amongst our key target audience, including PR and marketing campaigns and targeted seminar programs and events.
- Working with the central PR team to develop and oversee the implementation of an effective profile raising plan for the CPG, including our approach to Directories, Awards and Sponsorships.
- In conjunction with the BD team allocated to the practices, ensuring the practice's Global and UK directory submissions are completed and reflect the key messages of the practice.

Internal Communication and Knowledge Sharing

- Working with the PGL, other senior partners and the Head of Business Management to ensure that there is an efficient framework for internal reporting and communication of key activities and successes, including the provision of information for wider management reporting.
- Ensuring there is a structured approach in place for maintaining up-to-date BD information and knowledge, such as credentials and pitches.
- Liaising with other BD managers and the PR team to ensure communication of best practice in areas such as new business pitches, business generation, thought leadership and client care.
- Running awareness raising presentations and BD training sessions with partners, associates, trainees and personal assistants.
- Working with the Head of Business Management in coordinating and developing (with other members of the international BD team, HR team and Professional Support Lawyers as appropriate) the agenda and content for international partner and associate retreats.
Team Management Responsibilities

- Managing a substantial team based in the UK and the US. This will be extended to other major locations over time.

Wider BD projects

- Managing and contributing to wider BD projects as required.

Specific duties or responsibilities may be reviewed from time to time to reflect changes in personnel and management structure, staff location and services.

QUALIFICATIONS

REQUIRED SKILLS

- Solid experience in business planning and management.
- Able to think strategically and commercially, but also possesses strong operational and project management skills.
- Experience of, and comfortable in, a partnership or equivalent professional services environment.
- A broad base of experience across the marketing mix, but with a strong background in client relationship management, pitches and targeting.
- Experience of managing and motivating people.
- Excellent interpersonal and internal and external client-facing skills.
- Very strong influencing and persuasion skills, able to challenge the thinking of partners.
- Able to think broadly and demonstrate a high level of initiative.
- Highly motivated and enthusiastic self starter with a can-do attitude.
- Commercially-minded with the ability to translate emerging business issues and developments into opportunities for the firm.
- Resourceful and resilient, with the ability to adapt quickly to different situations and personalities.
- A team player, but able to act autonomously with minimal guidance.
- Strong written and verbal communication skills with an excellent eye for detail.
- Strong project management skills.

PREFERRED SKILLS

- Bachelor’s degree preferred
- A relevant post-graduate management qualification such as an MBA or equivalent would be advantageous.
- Prior knowledge and experience of Corporate work, and corporate transactions in particular.
- A general understanding of the legal market (in terms of key players and product areas) to aid familiarity with terminology and to add as much value as possible when talking with partners.
- A relevant post-graduate marketing qualification, such as the CIM or equivalent.
- Team management experience.
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.