

Bristows

The firm

Bristows is a market leading law firm with a global client base across our core sectors of life sciences and technology.

Despite being smaller in terms of overall size than our competitors, the firm has maintained its position by the exceptional quality of our lawyers and the strength and depth of our scientific and legal expertise as well as our business support staff. We have an all equity partnership that has remained stable over many years.

To apply [click here](#)



Business Development Manager

Marketing & Business Development (M&BD)

The role overview

The Business Development Manager (BD Manager) will work closely with the Business Group Heads (BGHs), lawyers and other M&BD team members to support all business development and marketing activities for the certain Business Groups.

With the primary goals of helping to help drive revenue growth through new business opportunities and client engagement programmes, the BD Manager will work closely with the Business Groups on: M&BD planning and implementation, events and sponsorships, targeting and pipeline management, client relationship management, key client initiatives and campaigns, some pitches and proposals and business development coaching and training.

This is a key role within the M&BD team. The BD Manager will act as an ambassador for cross-selling, intelligence sharing, identification of new opportunities and winning new business.

Key responsibilities

- Work with the Director of M&BD, the Business Groups and the BD Manager team to formulate and implement business development initiatives aligned with the strategic priorities of the Firm.
- Help identify and evaluate new business opportunities and targets, identify trends in the market - intelligence/research on clients, sector/market themes and trends that may impact our clients (horizon scanning) and identify other market opportunities to showcase our capabilities and generate growth leads.
- Support the packaging and promotion of the firm's expertise, working with the partners and lawyers to provide the marketing collateral necessary to cross sell our expertise internally and externally.
- Support the production of tailored proposals and pitches and the development of pitch strategies, process and practices.
- Play a key role in the design, development and implementation of function-led and firm-wide initiatives and activities that support business development and client service strategy, systems and platforms, practice, policies and behaviours.

- Contribute to driving business development behaviours and activities through information sharing and supporting relevant training programmes and initiatives.
- Facilitate the flow and accessibility of information within the firm including deals/case data, marketing collateral, events and publications, credentials and CVs.
- Play an active role in the collective deliverables and performance of the function – coaching, mentoring, sharing knowledge and providing input and guidance. This role (individually and collectively as a member of the BD Manager team), will:
 - role model the use of M&BD systems and platforms;
 - champion firm branding and related standards;
 - participate in, advise on and steer initiatives and provide input on marketing and business development programmes generally;
 - provide leadership, guidance and mentoring to the lawyers through effective communication, ensuring a well-informed and highly motivated team effort.

Key candidate experience:

- Education: degree level
- BD or marketing experience in professional services
- Experience with the bids function and/or client care programme within a professional service firm.
- Experience in the use of CV and credentials databases, CRM tools (e.g. InterAction), digital (website, intranet), and social media publication tools
- High performing, collaborative team player, with confident communication and interpersonal skills – able to communicate effectively at all levels
- Ability to operate at elevated level in terms of scope of responsibility, judgement and autonomy
- Strong attention to detail
- Results driven with hands on approach in ensuring delivery
- Energetic personality with a professional, client service focused approach
- Good time management and prioritisation skills, able to multi-task and deliver against tight deadlines when required.

Training & career progression

We aim to have a coaching culture with regular informal feedback to supplement the formal appraisal process. Mentoring schemes are available for fee earners while members of the HR team are able to provide personal coaching and guidance in non-legal and personal management skills.

Personal and professional development is much valued at all levels so we have a generous budget which enables us to meet most ad hoc requests for additional training. Many of the team have obtained their Higher Rights Certificate.

Our values & culture

With around 300 staff and partners in total and one UK location, we are able to maintain a friendly atmosphere where everyone is able to get to know each other and many policies and practices can operate on a trust basis.

We are based in modern offices at Blackfriars and very much value face to face collaboration and the social element of working relationships. We have introduced a Remote Working Policy which enables staff to work in an agile way – we don't monitor attendance but simply ask that everyone spends on average across the year more time in the office than out of it. We provide a comprehensive home working set up including laptop, additional monitors, mouse, keyboard, headphone, chair etc as required.

Our firm values, which we very much "live", are Ambition, Bravery, Curiosity and Friendliness. These underpin all that we do across both our client work and our internal strategic decision making. We are signatories to the Mindful Business Charter and take our commitment to staff welfare and work life balance very seriously – for example, partners will go the extra mile themselves to ensure that Associates are not disturbed while on Annual Leave.

None of our lawyers have billing targets which means we can focus on doing the best for our clients while also having the time and capacity to assist each other in a genuinely collaborative working culture. No one is competing for hours and everyone knows they can enjoy downtime when it arrives.

We have an active, partner-led Diversity & Inclusion group which runs awareness raising and educational initiatives in addition to ensuring that our policies and procedures remain inclusive. Our Charities Committee is equally busy and puts on a range of events from sporting to baking to our Christmas Craft Shop, all in aid of our Charity of the Year. Our Wellbeing Programme is championed at partner level and is structured around the pillars of Physical, Mental, Financial and Community wellbeing with an annual programme of events, educational activities and support.

Reward & benefits

Our salary and bonus structure reflects our lack of billing targets and collaborative culture and any bonus is paid as a simple percentage bonus across the whole firm. We have a flexible benefits package that is kept under regular review and is designed with the wellbeing of our staff and their families at its heart.

Diversity & inclusion

At Bristows we are committed to championing equality, diversity and inclusion for all, and we are a proud signatory of the Law Society's Diversity and Inclusion Charter. As a firm, and as individuals, we do all we can to treat people fairly and with mutual respect. This commitment enriches our work and our working lives and has played a key part in our success over the years. It is our policy to provide equal opportunities for all employees and job applicants in relation to recruitment, selection, pay, training, working conditions and promotion opportunities regardless of age, disability, gender, gender affirmation, marital or civil partnership status, pregnancy, race, religion or belief and sexual orientation. For more information about EDI policies and practices at the firm, please [click here](#). For more information on our firm values, [click here](#).