
Business Development Manager

Department: Marketing & Business Development

The firm

Bristows is a market leading, full service law firm with a global client base and unique expertise in the life sciences and technology sectors. The firm has maintained its high standing in the market by continuing to invest in the exceptional quality of our lawyers and business teams, the strength of our scientific and legal expertise and our unique firm culture driven by our core values.

Key responsibilities

The Business Development Manager ('BD Manager') will work closely with the practice to agree and implement plans and objectives, processes and activities that will support the firm in identifying and realising opportunities to win new work and grow revenue in the Life Sciences sector. In understanding the sector, our unique capabilities and our client's needs/drivers, the BD Manager will be able to identify and drive activity to optimise potential new business opportunities; common themes and trends that may have an impact on our clients; generate profile raising and brand enhancing ideas, and encourage focus on those areas for investment that will best support our objectives, defend and enhance our excellent reputation in this sector, and differentiate our service provision to our clients and other key stakeholders.

Working closely with the Life Sciences Sector Committee, this is a high profile role and involves building strong relationships with partners, lawyers and business teams across the entire firm. The sector BD Manager acts as an ambassador and role model in driving cross-selling activities and initiatives, BD behaviours and best practice, intelligence sharing, and identification of new opportunities that support the business in winning new work. The BD Manager will be immersed in the sector and will work alongside the sector committee, partners, associates and the wider Marketing & BD Team on all aspects of BD & marketing, including business development planning and implementation, client targeting and relationship management, sector profile raising activities, key sector pitches, events, generation of marketing collateral, campaigns and thought leadership aimed at enhancing the profile of the firm and growing the pipeline of work in the Life Sciences sector.

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.
- Budget: responsibility for the Life Sciences annual budget and contributing to the firm's overall M&BD budget across all M & BD activities, campaigns and client initiatives.
- Business planning: sector and advising on practice group growth plans.
- Business development: leading on sector business development planning, activities, BD and marketing tools, and advising on strategic sector bids and proposals.
- Developing a strong working knowledge of the firm's Life Sciences sector offering and clients (existing and target) – their businesses and the markets in which they operate.
- Advising partners and lawyers in shaping, developing and implementing sector plans, strategically and tactically.

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- Working with the sector team to develop and implement initiatives aimed at building client relationships, enhancing the profile of the firm, identifying new business opportunities and winning new work.
 - Designing and executing on key client targeting and cross-selling initiatives,
 - Organising intelligence/research on clients, sector/market themes and trends that may impact our clients (horizon scanning) and identifying other market opportunities to showcase our capabilities and generate growth leads.
 - Packaging and promoting the firm's expertise, working with the partners and associates to provide the marketing collateral necessary to cross sell our expertise to partners internally and to clients externally.
 - Supporting the team in developing tailored proposals and pitches, assisting with pitch strategies.
 - Supporting firm-wide business development activities such as overseas initiatives and client care programmes.
 - Contributing to driving business development behaviours and activities through information sharing and supporting relevant training programmes and initiatives.
 - Working with all members of the M & BD function to implement relevant marketing initiatives, assisting on PR and social media initiatives, developing marketing collateral and supporting partners in the preparation of directory and award submissions.
 - Facilitating 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.

Skills & experience

- BD or marketing experience in professional services
- Experience of, or interest in, the Life Sciences sector
- 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), social media publication tools
- High performing, collaborative team player. Confident communication and interpersonal skills

- Results driven with hands on approach in ensuring delivery
- Energetic personality with a professional, commercial and client service focused approach
- Good time management and prioritisation skills, able to multi-task and deliver against tight deadlines when required
- Outstanding people management skills and demonstrative relationship building skills

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 have introduced a Remote Working Policy which enables staff to work in an agile way – we do not monitor attendance but simply ask that everyone spends more time in the office than out of it, typically three days a week for full time staff.

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.

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.

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 can 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.

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 [see here](#). For more information on our [firm values, see here](#).