

Business Development Manager

Department: Marketing & Business Development (M&BD)

The firm

Bristows is a market leading law firm with a global client base across the life sciences and technology sectors. The firm has maintained its high standing in the market with the strength of our legal expertise and our unique firm culture driven by our core values.

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

With the primary goals of supporting the practice to develop client and target relationship and grow new business opportunities, 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, business development coaching and training and budgets.

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 their BGHs to set objectives, and plan and implement business development initiatives aligned with the strategic priorities of the Firm.
- Identify, advise on and evaluate new business opportunities and targets, client and sector trends and profile-raising opportunities to enhance the firm's brand and highlight our capabilities to 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;

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- 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 with the bids function and/or client care programme within a professional service firm.
- Experience in the use of Pitch Management Systems (e.g. PitchPerfect), 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 build relationships at a senior level, and communicate and engage effectively at all levels
- Ability to operate at elevated level in terms of scope of responsibility, judgement and autonomy
- Strong attention to detail
- Commercial, 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.

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 do not monitor attendance but 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. 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.

Training & career progression

We aim to have a coaching culture with regular informal feedback to supplement the formal appraisal process. 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.

Reward & benefits

Our salary and bonus structure reflects our absence 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.

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.

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.

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](#).

