

Business Development Executive, Private Client London

Job Description



Making a difference



Who we are

We are an international law firm with a focus on private capital at the intersection of personal, family and business.

Our ability to understand people makes us who we are. We work together to build deep and trusted relationships that deliver meaningful value to our clients. We do this with empathy, attention, and clarity. No jargon, no attitude. We know what matters.



We are committed to running our business responsibly

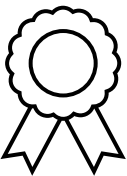
We recognise that our long-term success as a responsible business depends on the health and resilience of our people, our clients, our communities, and our natural environment. We are working hard to ensure that we make a positive contribution to all our stakeholders.

As part of this, we are committed to developing an increasingly diverse, inclusive, and supportive workplace environment where everyone can bring their whole selves to work, feel valued, feel that they belong and can fulfil their potential.



We understand the benefits of hybrid working.

We adopt a hybrid working approach, working on a 60/40 split of working in the office and working remotely. This arrangement is non-contractual, dependent on requirements of the role and subject to manager approval.



What we value

Our values represent who we are as a Firm. They are designed to guide the way we think, behave, speak, collaborate, and do business. Please see our four core values below.



Collaborative
we pull together



Committed
we drive performance



Authentic
we stay grounded



Forward-looking
we look beyond

Client Development Executive, Private Client

The Team

This role sits within the Client Development, Marketing & Knowledge function of the Firm. The Client Development, Marketing & Knowledge team supports partners in the development of our business, relationship building with existing and potential clients and manages our market profile.

In broad terms, the team:

- Drives the positioning of our brand through client service and thought leadership
- Creates and manages the strategic business plans at a client, partner, sector and practice group level
- Manages the firm's key client relationship and client listening programmes
- Creates and implements the firm's digital strategy
- Provides strategic advice and co-ordination on pitching opportunities and manages the rehearsals process
- Works with our Research and Information Services Team to research and analyse companies, sectors and countries
- Works with key stakeholders and individuals on submissions to the main legal directories/awards and advises fee earners on how best to promote their capabilities
- Manages the production of bulletins and briefings from the conceptual stage through to distribution
- Delivers events that enhance our brand and provide opportunities to build relationships with clients, potential clients and intermediaries.

There is c. 80 employees in the Client Development, Marketing & Knowledge team across London, Guildford, Dubai, Hong Kong, Singapore, Paris and Milan.

The Client Development Executive is focused on our Private Client Division. The role is based in our London office, but there will be travel required to our UK regional offices, particularly Cheltenham. Our Private Client practices are market leading and have a high-quality reputation in all directories and private client related publications.

Tasks and Responsibilities

Pitches/capability statements and marketing materials

- Create and maintain credentials statements, collaterals and pitch content (both formal and informal pitches), taking the lead where appropriate, or supporting senior CD colleagues.
- Implement standards and procedures to ensure that information on work experience, case studies and client testimonials is collected on a regular and timely basis and stored to be easily accessible by colleagues and fee earners. Produce and contribute to reports and populate pitch databases.

- Create ad-hoc presentations for clients and for internal purposes.
- Support senior team members on individual pitching and targeting, including drafting pitch documents, experience statements, case studies, fee earner biographies and answers to RFP questions; undertaking client research; organising meetings and producing agendas, notes and action points. Develop and maintain the materials required to create these documents. This is not a pitch-heavy area.
- Support fee earners in creating marketing materials, credentials, presentations and client communications as requested, working with the Design team where appropriate.

Digital marketing

- Create client newsletters and other e-marketing communications. Draft content and use the firm's e-marketing platform 'Vuture' for distribution.
- Working with the central Marketing team, deliver Private Client campaigns and/or support the local delivery of firmwide campaigns.

Directories and awards

- Project manage and coordinate directory and award submissions e.g., Chambers and Legal 500, including following up on referees and tracking changing deadlines
- Draft submissions with input from partners, associates, and Client Development colleagues.
- Co-ordinate research interviews for Directories and manage partner and firm profiles.
- Communicate Directory and awards results and check information included in Firmwide communications.

Events

- Working with the central events team, plan and deliver events from inception to completion, including event administration and support at the live event. Events to include receptions, seminars, webinars workshops, and other client hospitality.
- Manage suppliers such as caterers and internal resources.
- Manage and deliver the Firm's attendance at non-London events such as the Cheltenham Races.

Intermediaries

- Support PC intermediary/referrer relationships, adopting best practice principles from the central Relationships team.
- Organise intermediary meetings, joint events and team-on-team events and liaise directly with intermediary contacts, with direction from CDM.

CRM and client data

- Use the firm's CRM tool, InterAction, to create and maintain marketing lists for events, newsletters and client targeting.
- Promote CRM systems to fee earners for reporting and recording client and BD activities and pull reporting.
- Support on data improvement and quality
- Work with PAs to ensure partner contacts and BD activities are being captured and updated.
- Working with the central Client Data team, deliver reports on Marketing and Client Development activities
- Undertake client research as required (presenting external and internal data).

Skills and experience

- At least 2 years' minimum experience in legal marketing and/or an international law firm or other professional services environment. Ideally with experience at Executive level.
- Experience of working with senior stakeholders and developing trust quickly.
- Excellent oral and written communication skills – the role involves liaison with internal and external stakeholders at a senior level and internationally.
- Ability to draft persuasive marketing and pitch materials, reflecting client expectations
- Computer literate with a good knowledge of Microsoft Word, Excel and PowerPoint.
- Knowledge of marketing databases (preferably InterAction/Vuture) would be advantageous.

Person specification

- Positive, flexible, can-do attitude with a bias for action. The ability to take the initiative and ownership of projects, and the drive to get things done is very important.
- Strong interpersonal and influencing skills, and a track record of building collaborative working relationships at all levels.
- Excellent attention to detail and a commitment to quality and accuracy. Able to produce materials to be delivered to partners and senior members of the CD team.
- Willingness to learn about our client base, our brand and our business priorities.
- The ability to deliver against competing priorities, demonstrating strong project management and organisational skills within an often-pressurised environment.
- Adaptability and resilience.

- A proactive, tenacious, and creative approach.
- Problem solver.
- The motivation to deliver excellence and exceed expectations.
- Ability to work on own initiative, show innovation and develop projects.

Competencies

- Working together
- Inclusive
- Driving high standards
- Client - centric
- Integrity and respect
- Personal impact and growth
- Commercial mindset
- Responsible Business

Contact

Ifra Ahmed

Senior Talent Acquisition Advisor

Ifra.Ahmed@crsblaw.com

T: +44 (0)20 7427 4548

charlesrussellspeechlys.com

Charles Russell Speechlys LLP is a limited liability partnership registered in England and Wales, registered number OC311850, and is authorised and regulated by the Solicitors Regulation Authority (SRA number: 420625). Charles Russell Speechlys LLP is also licensed by the Qatar Financial Centre Authority in respect of its branch office in Doha, licensed by the Ministry of Justice and Islamic Affairs in respect of its branch office in Manama and registered in the Dubai International Financial Centre under number CL2511 and regulated by the Government of Dubai Legal Affairs Department in respect of its branch office in the DIFC. Charles Russell Speechlys LLP's branch office in Singapore is licensed as a foreign law practice under the Legal Profession Act (Cap. 161). Any reference to a partner in relation to Charles Russell Speechlys LLP is to a member of Charles Russell Speechlys LLP or an employee with equivalent standing and qualifications. A list of members and of non-members who are described as partners, is available for inspection at the registered office, 5 Fleet Place, London, EC4M 7RD. In Hong Kong, France, Luxembourg and Switzerland Charles Russell Speechlys provides legal services through locally regulated and managed partnerships or corporate entities. For a list of firms trading under the name of Charles Russell Speechlys, please visit <https://www.charlesrussellspeechlys.com/en/legal-notices/>.

This job description is not rigid or exclusive and may be adjusted at any time in consultation with the Partners and/or Director of HR to meet the needs of the Firm or the post holder. There is constant review and adaptation to meet the changing needs of the Firm.

Please note in respect of our UK offices, any offer of employment will be conditional upon the successful candidate having the right to reside and work in the UK. In respect of the overseas offices any offer of employment will be subject to being able to obtain the relevant visa. Charles Russell Speechlys is committed to its effort to ensure there is no modern slavery or trafficking in their organisation or supply chain, details can be found on our Modern Slavery Statement. Charles Russell Speechlys is an equal opportunities employer. We respect and support diversity within our workforce.