



POSITION: Business Development Manager

STATUS: NON-EXEMPT; FULL TIME

PURPOSE AND OBJECTIVES:

Plans, coordinates, and implements the firm's, practice groups', and individual attorney's activities with respect to marketing, business development, public relations, and client services. Objective is to increase visibility and to strengthen and expand the firm's client base. Observes confidentiality of client and firm matters.

PRIMARY JOB FUNCTIONS:

1. **Strategic Planning and Implementation:** Develops, implements and manages the firm's business development and client services plan consistently with the firm's strategic plan and policies set by the firm's Partners and administration. Supports and facilitates development, implementation and tracking of business development/marketing plans for multi practice groups and 12 individual attorneys.
2. **Budgeting:** Works closely with the Firm Administrator in developing and tracking the firm's marketing/business development annual budget, which includes marketing expenditures for the firm, practice groups, and individual attorneys.
3. **Media Announcements/Press Releases:** Prepares press releases, new attorney announcements and notices, and other firm announcements for review and approval by the Managing Partner.
4. **Newsletters, Brochures and Promotional Materials:** Designs, updates, and maintains online and print marketing materials for the firm including firm and attorney profiles, practice descriptions, brochures, and electronic newsletters. Also oversees mailing list creation and updates.
5. **Photography, Logos, and Promotional Products:** Arranges for professional photoshoots and maintains image and logo files. Prepares various art files (headshots, logos, graphics) for use in online and print materials.
6. **Tracking and Reporting:** Maintains firm databases utilized for marketing, business development, public relations and client services and generates reports as requested.

7. **Website and Social Media:** Manages the firm's web site via a content management system (WordPress), social networking for the firm and its attorneys (LinkedIn, Facebook, etc.), and other electronic communications, including drafting and updating content and images, and working with outside technical and design consultants as needed.
8. **Blog:** Manages the attorney blogs through the primary web site via a content management system (WordPress), including proofing of periodic posts, updating content and images, and working with outside technical and design consultants as needed.
9. **Online Profiles and Referral Sites:** Updates and monitors online attorney profiles.
10. **Firm Memberships:** Maintains records on attorney/firm memberships in various practice related and community service organizations. Evaluates and manages all firm memberships and works to take advantage of membership opportunities to enhance the firm's profile.
11. **Proposals and Resumes:** Monitors RFP opportunities through various platforms and provides notification to Managing Partner or appropriate practice group chair. Assists in the drafting and submitting of proposals for new business as needed. Creates and maintains resumes for 15 attorneys for use in response and proposal materials.
12. **Event Planning/Coordination:** Provides support for firm receptions, conferences, seminars, and other special firm-sponsored events.
13. **Speaking Engagements:** Identifies, evaluates, and makes recommendations for firm/attorney participation in events. Assists attorneys with presentation materials including Power Point presentations and responsible for creation of marketing materials including practice group brochures, attorney bios, and other materials for circulation as requested.
14. **Promotional Materials:** Assist in the selection and ordering of various marketing materials including holiday cards, presentation folders, and items for distribution at various conferences or other functions and events.
15. **Coaching/Training Attorneys:** Coordinates training in business development and client services for attorneys and staff of the firm. Tracks progress and encourages tailored business development opportunities for each attorney and practice group.
16. **Other Duties as Assigned.**

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

Education: College degree or equivalent with a concentration in marketing, business, and/or communications preferred.

Experience: At least five years in marketing role within a professional services environment (law firm experience preferred).

Required Skills: Must demonstrate initiative, be highly organized, able to manage multiple projects while prioritizing work assignments, and able to work well with attorneys and staff at all levels in the firm. Must have excellent communication, presentation and interpersonal skills. Needs good knowledge of Microsoft Office applications (Outlook, Word, Excel, PowerPoint, and Publisher), Adobe Acrobat Pro, and website content management systems (e.g. WordPress). Strong writing skills and the ability to understand the attorney-client relationship are critical. The successful candidate should be able to demonstrate an ability to write effectively for firm announcements, press releases and practice brochures other marketing materials and content.

Special Skills: Understands the needs and expectations of law firm clients. Experience writing proposals and responses to Requests for Proposals preferred.