

Key information	
Job title	Senior Business Development and Marketing Executive – Corporate & Commercial
Department:	Business Development and Marketing
Reports to:	Senior BD and Marketing Manager- Transactional Practices
Hours:	Core hours are 9.30am – 5.30pm (flexibility will be required as the demands of this role will vary from week to week)

Why Forsters?

We are renowned for our private client and real estate focus, together with our strong corporate and dispute resolution teams. We work alongside individuals, families and businesses across a wide range of complex matters and situations.

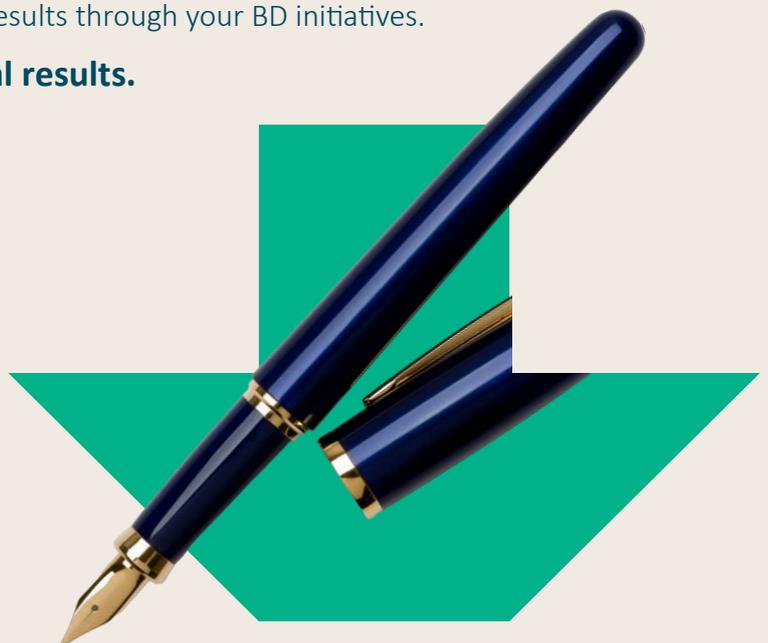
What makes us different is how we build closer connections with our clients to deliver exceptional results. We do it through creating genuine relationships, a sharp focus on what matters to them and the flexibility to adapt our advice to their situation.

When you come through our door, you'll notice how genuinely open, friendly and authentic people are. We work well together because we have fun together. We take your happiness and wellbeing seriously. Here, you are free to express yourself and be the best you can be

Delivering exceptional results takes on a different meaning at Forsters. For us, it's about being more closely connected to clients, each other and our communities. It's what drives us, them and you forward.

It is a particularly exciting time to join the BD and Marketing team here as the firm recently launched a fresh and dynamic rebrand, which represents the values and culture at Forsters. You will be instrumental in bringing the brand to life, by supporting the Corporate and Tax practices to build closer connections with contacts and clients and delivering exceptional results through your BD initiatives.

Forsters: Closer connections. Exceptional results.



Job summary

We have an exciting opportunity to recruit a pro-active and knowledgeable Senior BD & Marketing Executive to support the partners and associates in our Corporate & Commercial division (encompassing Corporate, Tax, Employment and Immigration) in the development and implementation of the firm's business development and marketing strategy.

Working in an exciting and fast paced environment, you will directly support the teams on the full breadth of BD and marketing activity and seek to help build profile and win work.

We can offer you the opportunity to be part of a forward-thinking team where your contributions are valued and growth is encouraged.

Main duties and responsibilities

Strategy & implementation

- Working with the Senior BD & Marketing Manager, develop and implement business development strategies that align with the firm's objectives and growth targets in for the Corporate, Tax, Employment and Immigration teams.
- Inspire and engage the partners and fee earners in each team and as a group with a creative and market led approach to business development and marketing initiatives.
- Take ownership and implementation of the business development and marketing infrastructure for all of the practice groups supported by this role.
- Conduct thorough market research and competitive analysis to identify opportunities for growth and areas for improvement.
- Participate and follow up on action points from BD meetings.
- Support the lawyers in each team to build and maintain relationships with key intermediaries and referrers.
- Support fee earners in the development and implementation of personal BD plans ensuring clear action points.
- Work closely with partners, associates and other team members to coordinate BD activities across Forsters in order to leverage internal expertise and cross-selling opportunities (including our cross-practice sector and jurisdictional groups).
- Develop and monitor the marketing and BD budget.
- Ensure that the teams maximise ROI in relation to conference attendance (e.g. IBA conferences)
- Monitor and report on BD activities, measuring their impact and effectiveness to inform future strategies.

Marketing campaigns

- Support the team on the design and implementation of campaigns, including research, content, managing intermediary contacts and coordination with the Events and Comms teams.
 - Be responsible for maintaining the momentum of campaigns once launched by supporting fee earners to engage with the campaign and generate business leads.
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Communications

- Collaborating with the Knowledge Development Lawyers seek opportunities for each team to showcase their insights and market knowledge through content creation relating to relevant news, cases and legislation changes.
- Manage internal and external communications, including drafting and editing copy for mailshots, newsletters and website content.
- Manage the inventory of marketing materials, ensuring they are up-to-date and available for use in business development activities.
- Coordinate the award application process and promotion of any shortlisting's or wins.
- Provide support on the submission process and promotion of the key legal directories.
- Manage relationships with relevant networks and memberships ensuring we maximise ROI.
- Support the development and execution of client seminars, workshops and events, liaising with other team members (including the Events team) as appropriate.

Pitching/new business

- Lead the creation of compelling and competitive proposals, ensuring alignment with client needs and firm capabilities.
- Create and maintain a library of credentials and marketing materials covering sectors and services.

Skills

- Minimum of 5 years' experience in business development, preferably within the legal or professional services sector.
- Proficient in use of MS Office (specifically Word, Excel and PowerPoint). Experience using Vuture is desirable.
- Developed communication (both oral and written) and interpersonal skills with ability to liaise effectively with internal clients and colleagues and external media, suppliers and consultants.
- Excellent administration, organisational and prioritisation skills with ability to manage time efficiently.
- Excellent attention to detail, accurate and thorough.

EQUAL OPPORTUNITIES

Forsters LLP is an equal opportunities employer and is committed to ensuring an inclusive and accessible hiring experience for everyone.

We strive to attract and encourage applications from all candidates regardless of their gender, age, race, nationality, marital status, disability, sex, sexual orientation or religious beliefs.

If you require any support or adjustments in the application or hiring process, please let us know.

www.forsters.co.uk

