

**BRODIES RECRUITMENT**

**courage, character, care,   
collegiate, collaborative**

At Brodies LLP, we value and respect all colleagues as individuals. As a top 50 UK law firm headquartered in Scotland, we believe that the experiences and perspectives of a diverse workforce that reflects our communities, and the clients we serve, allows us to see the world through many lenses.

As the leading firm in our jurisdiction measured by income, directory rankings, and lawyer numbers, the progress we continue to make is testament to the commitment of our colleagues.

In the last three years, our firm's revenue has grown by 20%, and we have welcomed almost 100 new colleagues.

Today, we have more than 800 colleagues and offices in Aberdeen, Edinburgh, Glasgow, Inverness, London, Abu Dhabi and Brussels. We combine our colleagues' expertise in all business areas, to deliver Enlightened Thinking - new knowledge and new legal possibilities - uniquely suited to a diverse public and private client base across the UK and globally.

**JOB TITLE**

Senior Business Development Manager - Clients, Sectors and International

Based in Edinburgh or Glasgow. Our hybrid working approach allows the opportunity to combine working from home as well as in our offices, yet the leadership element envisaged in the role will mean the majority of time will be spent in the office with colleagues.

**REPORTING TO**

Business Development & Marketing Director

**JOB PURPOSE**  
  
This is an exciting role for a results-driven individual to play a critical part in supporting our lawyers in designing and implementing strategic growth plans with existing clients, establishing strong relationships with key/priority clients, and identifying opportunities for engaging with new clients. The successful candidate will combine a strong understanding of the broad legal market with a drive to understand our clients and deliver integrated solutions. This position requires a blend of strategic thinking, creativity, and hands-on execution to achieve our business growth objectives, as well as the ability to lead a talented team. Additionally, the role will include a requirement to design, implement, and drive a firm-wide key/priority client program, sector strategy, and play a leading role in helping the firm achieve its ambitious growth plans in the UK and internationally.

As a key member of the Business Development team, reporting to the Business Development and Marketing Director, the role holder will work closely with our partners across the firm and other professionals in the Business Development and Marketing practice area.

The Business Development and Marketing team, totalling over 40 colleagues, is split into five specialisms: business development; bids; clients, sectors, and international; marketing; and communications. The team provides a wide range of services that assist the firm in implementing our ambitious strategic plans, currently in the second year of a 3-year strategic business cycle. Client engagement and brand perception are at the heart of everything we do. Our goal is to ensure every interaction with Brodies leaves clients and contacts feeling enriched and eager for further engagement.

The role holder will be instrumental in ensuring that business development is regarded by partners as a critical aspect of their business and a key tool in maintaining and increasing Brodies' profitability.

**CORE TASKS**

* Develop, implement, and lead a strategic, results-driven key/priority client programme and sector/industry strategy across the firm.
* Collaborate with the Business Development and Marketing Director to drive the firm's ambitious UK and international growth strategy.
* Support the Bids team in delivering strategic business development and bids activity to retain and develop existing clients and win new business.
* Oversee the creation, implementation, and measurement of marketing campaigns and events focused on strategic client relationships to increase engagement and generate leads.
* Develop and implement engagement strategies to enhance client experience and satisfaction.
* Build and launch an effective alumni programme.
* Embrace technological advances and new approaches to gain market share, increase profile, and engage with clients, contacts, and colleagues.
* Use data and feedback to inform business strategies, decision-making, and assess and report on ROI.
* Maintain and build strong relationships with key stakeholders, contacts, partners, and influencers to identify opportunities and build the firm's reputation.
* Challenge underlying strategic issues, question existing concepts, and influence the implementation of new strategic ideas in partner meetings.
* Foster cross-practice integration by leveraging innovative ideas and encouraging best practices in business development.
* Build and maintain a flow of market intelligence to partners and associates, and coordinate client targeting activity with business development managers.
* Deliver a structured and tailored programme of training on business and client development across the firm, and play a key role in training business development colleagues.
* Be aware of Brodies' information security policies and protect information assets from unauthorised access, disclosure, modification, destruction, or interference at all times.

**PERSON SPECIFICATION**

* Proven experience in business development and marketing for professional services at a senior level, preferably in the legal sector.
* Results driven and commercially minded with a passion for driving business growth.
* Experience in designing and embedding strategic client and/or sector programmes, ideally within professional services.
* Key account management expertise.
* Excellent leadership, team management, communication and relationship building skills, enabling effective collaboration and influence.
* Ability to innovate, challenge and implement new initiatives and approaches to deliver best practice and support the objectives and ambitions of the firm.
* Knowledge of CRM tools and experience of driving forward CRM initiatives to advocate for client satisfaction, loyalty, and revenue growth.
* Proven ability to plan and manage budgets, monitor ROI, and provide regular reporting on KPIs to internal stakeholders.
* Ability to work autonomously, find solutions and action ideas.
* A qualification in marketing, business, or a related field, beneficial but not essential.

**SKILLS**

* Experience in selling concepts and presenting up to Board Level.
* Proven track record of achieving strategic business objectives and using this experience to assess people and financial resources required for specific projects.
* Excellent interpersonal and influencing skills - with partners, key associates, and business development colleagues, clients and suppliers.
* Excellent communication skills - both written and oral.

Brodies is committed to equality, diversity & the creation of an inclusive work environment. We value the skills, experience and perspective that a diverse and representative workforce offers us in terms of our ability to deliver top class legal services to our clients.

Please go to **brodies.com/privacy-notice/if-you-are-a-job-applicant** to understand in greater detail how we may use your personal information.