

JOB DESCRIPTION

Job title: Senior Business Development Executive – Financial Markets

Department: Marketing & Business Development

Location: London (other locations will be considered)

Reports to: Financial Markets Senior BD Manager

Main purpose of job:

To work with the Financial Markets (FM) International Practice Group (IPG) team to deliver incisive and value-added marketing and business development support ensuring key objectives in the BD plans are achieved.

Focus on providing support to the Debt Capital Markets (DCM) and Structured Finance and Derivatives (SFD) teams to achieve the above.

Main duties and responsibilities:

- **Practice-specific bids/pitches** – leading on bids, pitches and capability statements, working with the central bids team and sector leads where appropriate.
- **Be a key source of knowledge within M&BD team about the work our FM team does** – The individual in this role must develop good knowledge about the type of legal advice and services offered by our FM practice group (should learn about our capabilities in each of the FM sub-groups: Real Estate, SFD, DCM, Tax, FS Reg, FS Funds and Banking).
- **Briefing marketing activity into the M&BD Hub (Hub) /undertaking ad hoc marketing activity** – work closely with the Hub team, monitoring and reviewing and providing feedback on output; process quick changes to marketing collateral (where sending to Hub will take longer); collaborate with Hub on event logistics.
- **Events** – coordinate and execute FM events hosted by the firm or with the participation of third parties.
- **Directory submissions** – work and lead on directory submissions for FM practice groups, including creating first draft, liaising with fee/earners, submitting to the legal directories and follow-up on interviews during the research period and results.
- **Profile-raising** – working with PR, digital and events leads to effectively action opportunities to raise our profile in the areas of law covered by the FM IPG including the development and maintenance of creative content and collateral.
- **Support development of thought leadership campaigns** and assist senior campaigns and strategic projects manager in delivering each campaign through the FM IPG.
- **Reporting** – prepare and deliver high-level updates for Practices & Markets and Sector teams, Client Managers, Campaigns Lead, regional team and others in the business on key trends and opportunities – contribute to brainstorming discussions on how we can develop the opportunities highlighted.
- **International and cross-sector working** - Liaising with Sector and regional teams to understand the sector expertise that the firm can offer to clients and to ensure international cooperation and implementation of FM IPG plan.
- **Business planning and budget management** – be very familiar with the FM IPG BD plan and related budget; work with the FM practice groups heads to plan activities and elaborate the budget. Ensure correct budget sign-off procedures are followed for unplanned activities
- **Client development** – working with the client programme teams to help implement client development strategy for SAP and Priority clients, as well as assisting with client development initiatives within the FM IPG.

- **CRM** – be familiar with InterAction, briefing tasks into the M&BD Hub where appropriate, and completing tasks where more efficient to do so.
- **Website and intranet updates** – ensuring all website and intranet content for the FM IPG is kept up to date, briefing tasks into the M&BD Hub where appropriate.

Key relationships:

- IPG Head (currently Mahrie Webb)
- Daily contact with fee earners to further strategic objectives of the FM IPG business plan.
- Works closely with other IPG BD teams, Client Managers and Sector BD team
- Frequent work with Bids/pitches team
- Needs to foster a collaborative relationship with Head of MarComms and M&BD Hub Manager, whose teams will be instrumental in delivering on FM activity.
- Frequent collaboration with APAC & ME and Europe Regional BD Leads to ensure that plans are implemented firm wide wherever appropriate and that international strategies are effectively implemented through the FM IPG.

Size and scope of the role:

Responsible for delivering marketing and BD objectives in the IPG business plan including market development for key products, marketing, profile raising, CRM and pitch activities, and client development for the Programme Clients. This role covers all activities that fall within the profile raising and business development of the IPG as well as administrative and coordination tasks such as budget management.

The person will work closely with the fee earners across the firm and IPG fee earners as well as members of the Marketing & BD team and other support functions, there will be limited exposure to clients of the firm.

Other relationships:

- Frequent contact with other marketing and BD team members to ensure best practice and enhance opportunities for cross-selling.
- Regular contact with business services areas and other parts of the business to ensure an integrated approach to the achievement of firmwide business objectives.
- Contact with the firm's clients is expected.

Person Specification

Education / Qualifications / Experience:

- Minimum of 3 years industry, Marketing or Business Development experience, with 6 months experience in a professional services firm preferred.
- University degree in business, marketing or related area preferred. Professional marketing qualification is desirable.

Knowledge and technical skills:

- Understands the legal industry and the role of financial markets within it.
- Commercial acumen.
- Has an ability to provide effective challenge to fee earners.
- Strong experience in the end to end management of the pitch process. Can accurately and efficiently identify contributory material for pitches. Can work with fee earners to articulate USPs. Can manage multiple responses to RFPs and other tasks simultaneously.
- Familiarity with CRM systems, document management systems, intranets, website etc.
- Experience in social media, PR, online services would be an advantage.
- Capable of managing and implementing marketing and BD tasks with a low level of supervision.
- Understands how to project manage events from end to end in order to effectively brief tasks into the M&BD Hub.

- Strong PowerPoint, Excel and Word skills.
- Excellent communication skills, both written and verbal.

General Skills:

- Can work with minimal supervision.
- Well organised with good attention to detail.
- Thinks from a client's perspective when managing tasks and considers the value that they can add in everything they do.
- Identify opportunities to bring efficiency to the department and firm.
- Aims to exceed expectations of high-quality service delivery in every task.
- Self-motivated, with a desire to manage projects to completion and the confidence to put ideas to the partners rather than just following instructions.
- Builds and maintains constructive relationships with a variety of different individuals at different levels of seniority.
- Supports new opportunities and practices within the role.
- Solution oriented.
- Good attention to detail
- Adept at working as part of an international team with fee earners and line manager outside of "home" jurisdiction.

Other requirements:

Flexibility and a willingness to work additional hours on occasion as required.
This is a full-time role based in London (or another European jurisdiction).

Firm introduction:

Simmons & Simmons is a leading international law firm, providing clients with commercially aware legal advice, whenever and wherever they need it. We have over 1,600 people situated in key business and financial centres across Europe, the Middle East, and Asia.

We understand that our firm is equal only to the strengths of our people and place great emphasis on recruiting and retaining staff who meet our high standards. Our philosophy for international growth has been to build practices around local teams who understand the culture, business and languages of the countries and regions in which we operate. In doing so, we believe that we have succeeded in developing a closely knit and cohesive network that meets local business needs as part of a global service.

Our business services groups provide integrated support for our global operations. The firm is organised in line with our clients' requirements into key practice areas and sector groups. Our sector focus allows us to better appreciate the environment in which our clients operate and to work with them to achieve their objectives. Our client base includes leading financial institutions and a significant number of the current FTSE 100 and Fortune Global 500 companies.

Our focus on a small number of sectors means we are able to understand and respond to our clients' needs. Our industry sectors are: Asset Management & Investment Funds, Financial Institutions, Healthcare & Life Sciences and Telecoms, Media & Technology (TMT). We also focus on the E&I market, in particular through our international projects and construction teams. We have a track record for innovation and delivering value to clients through new ways of working. The core practice areas, from which we draw our sector teams, are: corporate, dispute resolution, employment, pensions & employee benefits, EU, competition & regulatory, financial markets, information, communications & technology, intellectual property, projects, real estate and tax.

For additional information on the firm, please visit our website at www.simmons-simmons.com.

Equal opportunities:

- We are committed to promoting equality and diversity in the firm and to equal opportunities in employment.
- We believe in equality of opportunity regardless of race or racial group (including colour, nationality, ethnicity, national origins), religion or belief, age, disability, sexual orientation, sex, gender re-assignment and gender identity, marriage and civil partnership, and pregnancy, maternity and paternity. This also includes any incidents of perceptive or associative discrimination and harassment.
- At Simmons & Simmons we seek to attract and retain talented people from a diverse range of backgrounds and cultures, to create an exciting and rewarding place to work. We are supportive of flexible working arrangements wherever possible and we would encourage you to discuss this with us, should this be something you are interested in.

Background screening:

All recruits of Simmons & Simmons will be required to go through our background screening process. Depending on the position you apply for this may include a Disclosure & Barring Service (DBS) certificate. We undertake not to discriminate unfairly against any subject of a DBS certificate on the basis of a conviction or other information revealed. The firm's policy on the recruitment of ex-offenders is available on request.