**The Role**

**Department**: Client Development (Multinationals Client Programme)

**Location**: London/Guildford/Manchester

**Role**: Senior Client Development Manager

**The Team**

The Global Business Development Leadership team sets the strategy in consultation with the Global Strategy Board and Global Practice Executives. The BD teams (comprising Communications, Marketing, Business and Client Development experts) are led by regional heads of Business Development who are aligned to our regional boards: Asia Pacific, Middle East Africa, North America, UK, Europe.

Our strategy seeks to:

* Manage, develop clients and profile in our global sectors
* Promote and support a fast-paced opportunities driven approach towards client development
* Adopt content and product led approach in taking our practice groups to market
* Prioritise the use of integrated digital marketing channels
* Position our most senior staff as advisors to the business, supported by expert execution teams
* Our principles dictate that the highest value clients and opportunities command the highest value BD attention and bespoke tactics

**The Role**

This role is a key component of the Global Business Development Team, working with the Head of Clients Insurance/Multinationals to manage and contribute to the collaborative development and pursuit of clients across insurance business lines and/or sectors.

This will be achieved by leveraging our global network; facilitating the sales process; originating and coordinating high value marketing and communications activity; and providing advisory and execution services to the business.

Key to the success of this role will be an individual who is comfortable determining key growth opportunities for a number of clients and aligning these to the firm. The individual will be required to drive internal connections and sales conversations with Partners and their teams.

Execution support is provided from centralised Business Development and Marketing Executive teams. The role reports to Head of Clients Insurance/Multinationals.

The role can be based anywhere in the UK but you will need to be able to easily access our London office when required.

**Key Responsibilities**

|  |  |  |
| --- | --- | --- |
| **Engage****with contacts at clients and targets**Marketing & Communications activity | Engagement Management | Executes the given tactics in agreed opportunities pipeline to best practice and actively uses analytics to identify and track leads.Ensure tactics employed are commensurate with global and regional objectives; and analytics are used to drive pursuits and leads. |
| Content, Products and Thought Leadership (“Tools”) | Identify trends/topics for the development of tools and content and feed these into Global Products Programme. Advise partners in the use of tools for engagement and sales purposes. Ensures use is commensurate with identified objectives. |
| **Evaluation****by clients and targets of our capability and appropriates to instruct**Client and Business Development activity | Sales Pipeline Management | Support the use of client insights in tracking, managing, and converting identified pursuits and leads with allocated priority clients. |
| Research and Intelligence | Undertake prescribed analysis of internal and external data sources to meet client team, practice and sector needs. |
| Measurability | Actively report on ROI on tactics and activity for further opportunity identification. |
| **Conversion****of opportunities to instructions**Client and Business Development activity | Multinationals pitch opportunities | Lead strategic pitch and panel opportunities for relevant Multinationals ensuring the pitch reviews are completed. |
| Client meeting preparation  | Prepare internal and external source research and necessary supporting material including marketing assets. |
| Partner Pipeline Review Meetings | Conduct Pipeline Review Meetings with key stakeholders/ teams to understand opportunities and BD support required.  |
| **Retention****of existing clients, and expansion of relationship to other offices and practices**Client and Business Development activity | Client Relationship Management and development | Take Client Relationship Manager role on relevant clients as strategy dictates taking an overarching view of strategy and client needs, achieving growth across the Programme.Use existing and identify new products to help partners manage engagement and sales.Demonstrate strong and comprehensive knowledge of assigned client accounts and represent that knowledge effectively in front of senior Firm leadership.Create and coordinate client teams and effective cross-practice groups to support client development plans. |
| Client Insight: Relationship Reviews | Gain support from partners to undertake regular relationship reviews; undertake client review and ensure report standards and processes are met. Take forward actions arising from said meetings. |
| Client Insight: Matter/ Satisfaction Reviews | Following established best practice, ensure appropriate Enterprise Client matters are opted into the Programme. Support reporting and analysis needs.Use sector/practice insight gained to influence sector/practice value proposition and market perception. |
| **Operational Management** | People | Take ultimate responsibility for all deliverables, quality and suitability of deliverables for each client.Ensure appropriate utilization of local and central resources to achieve objectives for each client whilst working collaboratively with Client Development Managers in other sectors and regions. It is envisaged there may be some team management requirements.Ensure Head of Clients remains apprised of work and opportunities in progress and is consulted on any barriers to delivery. |
| Process | Conform to global standards and best practice, and their development or continuous improvement.  |
| Data | Contribute routinely and accurately to BD systems and safeguard data integrity; proactively use data in the analysis and continuous improvement of our programmes. |
| Technology | Ensure BD technology is utilised in a timely manner as processes and activity command. |
|  | Budget Management | Lead annual budget process for allocated Multinationals Client Programme in relation to client activity and maintain responsibility for budget management to ensure appropriate expenditure and that the firm receives suitable return on that investment. |

**Essential Skills and Experience**

* Substantial experience of working as a senior client development practitioner within a fast-paced professional services environment, preferably within the legal industry.
* Experience of setting and monitoring budgets.
* Works comfortably at a senior level and possesses the ability to influence key partner/lawyer groups.
* Strong organisational skills and the ability to handle multiple priorities within tight timescales.
* Able to work to very tight deadlines under pressure and to assimilate information quickly.
* Strong interpersonal skills including confidence, positivity, diplomacy and the ability to gain credibility quickly.
* Excellent verbal and written communication skills.
* Demonstrates attention to detail with a high level of accuracy.
* Positive and tenacious with the ability to pro-actively drive initiatives forward and motivate resources within and outside their team to perform.

**Business Services Competencies**

Clyde & Co is committed to providing extensive, personal and professional development opportunities for our people enabling them to be highly effective in their current role as well as assisting them to fulfil their career aspirations.

The competencies are used to inform all aspects of Business Services career development. They vary across levels and different business areas and fall under the following areas:

* Technical Excellence
* People and Team
* Client/Stakeholder Relationships
* Service Delivery and Commercial Awareness
* Personal Effectiveness

This is the job description as constituted at present; however the Firm reserves the right to reasonably amend it in accordance with the changing needs of the business.