

Bird & Bird

A world of *possible*.

Marketing & Business Development Coordinator – International IP & Life Sciences & Healthcare Groups

London

The opportunity

We are looking for an enthusiastic Business Development professional to join both Bird & Bird's International Intellectual Property Practice Group (IP) and Life Sciences & Healthcare Sector Group (LSH), working alongside and reporting to the Business Development Manager(s) for these groups, to drive forward their MBD activities. The successful candidate would ideally have experience of working within in a law firm, within the tech, IP or life sciences & healthcare industry, or have an interest in this area.

Our award-winning IP Group is made up of more than 400 lawyers across Europe, Africa, AsiaPacific, the Middle East and North America. They advise on all forms of IP, from managing large multinational brand portfolios to litigating key patents across multiple jurisdictions for mobile phones, to the protection of a designer dress worn at the academy awards.

Our LSH Group has close synergies with IP due to pharma and biotech patent litigation being at the core of this sector. We're also supporting on projects such as ground-breaking gene-editing, regulatory requirements for clinical trials for vaccines and M&A support for pharma giants.

You will get great on the job training and experience, as part of our high functioning and experienced central Business Development team with exposure to strategic client account management and to the emerging field of Legal Sales. You will be eligible for professional training courses offered by our external training partners and our internal Learning and Development team. You will work with stakeholders at all levels across our international firm. You will be part of a friendly and supportive Business Services team who will help to guide and support your career development. And you'll be working for a top international law firm with strong market presence and a reputation for being tech focussed, with a cutting-edge approach and a friendly and supportive culture.

The team

You'll be joining our Central Marketing & Business Development (MBD) team who work in partnership with senior stakeholders across the firm to set the strategy and shape the tactics to build our firm's profile. They help to win new work and strengthen and deepen client relationships, using a data driven and sales focused approach. The team is mostly based in London and is made up of over 60 specialists in marketing communications, business development and client service. As a central team we lead global activities while working closely with our network of MBD colleagues based across our international offices. Whether it's driving a new content strategy, pitching for cutting-edge work, building our brand, or contributing to the development of our client relationships, we're committed to providing exceptional service to the firm and are known for

Our promise

Bird & Bird is committed to maintaining an inclusive working environment and we are an equal opportunities employer. We will actively support and supervise your professional development. For those with the necessary energy and ability, we will ensure that the firm is a first-class platform on which you can develop into an industry leader. We support an agile working environment and are happy to discuss flexible working.



standOUT



MUSLIM
EMPLOYMENT
CHARTER

BSN
Black Solicitors
Network

Mansfield
Rule
Boosting Diversity
in Leadership



leading the way when it comes to new technology and solutions. Energetic, creative and global, we're looking for people who have a passion for MBD and are keen to take a fresh approach.

What you'll do

You'll support the development and implementation of the international MBD plans for our IP and LSH Groups. Your role will include:

Revenue generation: translating insights and ideas into business growth

- Using market awareness and product knowledge to identify hot topics and trends which support the business development strategy.
- Supporting the facilitation of cross-selling opportunities with other appropriate sector/practice/country teams.
- Supporting on bids and tenders, working collaboratively with fee earners and the wider MBD team to create winning propositions, using our bids platform Loopio.
- Developing and managing associated campaigns and targeting initiatives.
- Ensuring that emphasis is placed on clients in the firmwide Strategic Client Programme, actively looking for opportunities to market to these clients and promote the firm's client service tools.
- Actively looking for opportunities to develop work streams into marketable tools/'products'.
- Managing relationships with 3rd party organisations/partners for the groups, including monitoring return on investment and maximizing opportunities for client development and revenue generation.
- Being actively involved in client development projects/ideas for top clients within the groups.

Reputation and positioning: going to market in an effective and efficient manner

- Maximising outcomes from BD initiatives, including in relation to social media and PR opportunities.
- Working with the PR and Social media teams to draft and promote press releases
- Supporting on event preparation, ensuring that value is derived and recorded, including monitoring return on investment, identifying benefits and purpose with relevant fee earners, liaising with events team for logistics, producing invitee lists, drafting invite content, assisting with event materials and added value products.
- Timely engagement in the legal directory and awards submissions process, which is very important for both Groups.
- Responsible for managing the content (and SEO) of our IP and LSH news hubs – IP: BrandWrites, DesignWrites, PatentHub and LSH: BioTalk
- Using technology to develop marketing materials in support of the firm's overall strategy, i.e. producing webinars, videos, apps etc.

Infrastructure, process and principles: delivering first time every time with consistent and rigorous standards

- Supporting BD manager in effectively managing the MBD budget, including provision of advice regarding the value and opportunity cost of initiatives.
- Tracking and reporting on new business leads generated through marketing and business development activities.
- Developing and maintaining key MBD-related infrastructure, including the intranet, web pages, CRM (contact management system), Loopio (credentials database) and pitch related content.
- Producing excellent and up-to-date marketing materials and helping develop content for specific projects and events.
- Attending and preparing for all appropriate group meetings, contributing to the agenda and following up regarding relevant initiatives.
- Monitoring and responding to general BD queries.
- Ensuring knowledge, intelligence and team news is shared within the groups.



Your firm. Your future.

About you

We're looking for someone who is interested in the world and emerging trends, is curious and loves solving problems. Someone who is driven to achieve and improve, who sees opportunity in change and know sometimes it's more art than science. You should be able to build long lasting and effective relationships easily and when it counts, just roll up your sleeves and get on board.

Your technical skills

- Exposure to a range of marketing and business development activities and the full marketing mix
- Experience of working in a professional services environment is welcomed with experience in dealing with senior management and key stakeholders
- Commercial awareness, including experience of/an interest in the key legal and commercial issues affecting the practice group
- Excellent communications skills, both written and verbal, as well as excellent interpersonal skills
- Strong writing skills, editing ability and proficiency in MS applications including Teams, Word, PowerPoint and Excel, experience with other platforms like InDesign/Salesforce etc. would be a bonus

Other Desired Attributes

- A pro-active mind-set, willingness to learn and desire to deliver high quality work.
- A positive, enthusiastic and flexible attitude
- Driven to achieve and improve with a desire to develop skills and knowledge relevant to the role
- Takes responsibility and shows integrity
- Ability to multitask, to prioritise projects and respond quickly to urgent requests with tight deadlines

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The main responsibilities of this role are outlined above; however, this description is not exhaustive, and the job holder may be required to undertake additional duties from time to time to ensure the smooth running of the department. The role may require some working outside our normal working hours of 9:30am- 5:30pm.

Bird & Bird is committed to creating and sustaining a diverse and inclusive environment. We are delighted to confirm that we have recently achieved Mansfield Certification, following our successful participation in the UK pilot programme. This certification was achieved by considering at least 30% women, lawyers from underrepresented racial/ethnic groups, lawyers with disabilities and LGBTQ+ lawyers for at least 70% of UK fee earner and leadership positions. We are participating in Mansfield Rule UK 2.0 and continue to work towards ensuring a diverse pool of candidates are considered our roles, in line with the Mansfield Rule. You can read more about this [here](#).



In the event that we make an offer to you and you accept, we will conduct pre-engagement background checks, where permitted by local legislation and according to the nature of the role that may include right to work, professional and academic qualifications, criminal records, sanctions, financial stability, media, directorships and references from previous employers.

Please click below to view more detail in our Applicant Privacy Notice.

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