

## Job Description | Senior BD Executive (Casualty)

**Department:** Business Development, Casualty

**Location:** Manchester, UK

**Role:** Senior BD Executive

### The Department

The global leadership team sets the strategy in consultation with the Global Strategy Board. 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 and develop clients and profile in our global sectors; adopts a content and product led approach in taking our practice groups to market; prioritises the use of the integrated digital marketing channels; and positions 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 Team

This role will be part of the Casualty BD & Marketing team, a part of the wider Global Insurance practice group. Their goal is to attract and engage high revenue clients through their buyer journey using data driven marketing techniques. Part of this is to position Clyde & Co as the firm of choice in each of our core sectors on a global basis. To realise this ambition, the Casualty BD & Marketing team work with the Casualty business to develop campaigns, marketing strategies and business development activities driven by data and client insight.

### The Role

This role will contribute to the development of key growth business lines through leveraging our UK network, originating and coordinating high-value marketing and business development activity, and providing advisory and execution services to the business. The Senior Business Development Executive will work with the Business Development Manager in the Casualty team to execute and implement business development activities alongside our other BD and Marketing colleagues.

### Key Responsibilities

The firm is looking for a self-motivated, business development specialist. The ideal candidate will be able to demonstrate experience in the following areas:

At Clyde & Co we view diversity as critical to the international nature of our business and have created a working environment where people from different backgrounds can thrive. It is the Firm's policy to treat all employees and job applicants fairly and equally regardless of their gender, gender identity, marital or civil partnership status, race, colour, national or ethnic origin, social or economic background, disability, religious belief, sexual orientation, or age.

Please consider the environment before printing this job description.

## Business Development

- Delivery of business development programmes across Casualty, both as project lead and in a support role to the Business Development Manager.
- Co-ordination of BD materials, working with internal document production teams and the external design agency.
- Drafting and review copy for use across articles, blogs, web pages and collateral.
- Creating and maintaining content on the firm's website.
- Creating content on our e-comms platform – Vuture – for event invitations and newsletters.
- Assisting with the production of podcasts.

## Event Management

- Managing event lists and coordinating the invitation lists using our CRM management system.
- Coordinating production of Event collateral including invitations, presentation content and marketing materials.
- Liaising with key vendors to arrange necessary logistics.
- Project managing the delivery of client webinars.
- Attending in person events and providing 'on site' management.
- Reporting and providing analysis of the ROI of online and in person events.
- Co-ordinating and running online webinars using relevant online platforms such as Go To webinar and Teams.

## Directories

Work directly with lead Partners to manage the legal directory process from start to finish, including collation of content, managing submissions, interviews, and reporting back to the business.

## Reporting/analysis/research

- Producing reports on CRM activities to support and measure BD & Marketing campaigns and initiatives.
- Using analytics to monitor performance of activity and report appropriately ensuring maximum ROI is achieved.
- Providing ad hoc support to revenue generating initiatives such as client and market research and assisting with the production of data/financial reports.

## Essential Skills & Experience

Marketing & Business Development Executives are provided with training and exposure to all of the core marketing & business development disciplines as well as the opportunity to develop understanding of the firm's core sectors to prepare them for their future careers. A willingness to learn, a positive attitude and ability to be agile and apply sensible judgement, are highly valued.

- Have at least three year's experience in marketing and business development within a professional services organisation.
- Be an effective, pro-active team-player and have good interpersonal skills.
- Possess excellent verbal and written communication skills.
- Have strong organisational, time and workload management skills and attention to detail, as well as the ability to prioritise multiple tasks and projects.
- Be able to manage expectations of stakeholders and work under pressure to meet tight deadlines.
- To possess problem-solving skills and a creative outlook are advantageous.
- Excellent IT skills are required, with knowledge of Outlook, Word, PowerPoint, Excel and Internet research tools.
- Experience of using website CMS technologies (ideally Kentico, Sitecore)
- Experience of content led digital marketing, in particular: e-comms, website CMS platforms, webinar platforms, recording podcasts.
- Preferred experience in the following systems: Webinar, CRM, E-comms
- Be able to develop effective working relationships with the wider team and across the business.

## 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

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.



- Service Delivery and Commercial Awareness
- Personal Effectiveness