



## Senior Manager/Manager, Markets & Growth – Regional Strategic Priorities, Middle East

Clients, Markets & Growth (CMG) team

### Recruitment

<b>About Ashurst</b>	<p>Ashurst is a leading global law firm with a rich history spanning more than 200 years. We are proud of our history and are future-focused, having expanded into new technologies through our NewLaw division, Ashurst Advance, and our consulting arm. Our in-depth understanding of our clients and commitment to providing excellent standards of service have seen us become a trusted adviser to local and global corporates, financial institutions and governments in all areas of commercial law.</p> <p>To find out more, please visit <a href="http://www.ashurst.com">www.ashurst.com</a></p>
<b>Department/Role overview</b>	<p>Ashurst's Markets &amp; Growth (M&amp;G) team is located in major cities across EMEA, Asia Pacific and the US. We execute the firm's strategy and drive profitable growth with a specific focus on our chosen industries, markets and clients. We focus on industry solutions and client experience, driving campaigns, leveraging client insights, and managing strategic initiatives to service our client's needs.</p> <p>This is a key role in the M&amp;G team, responsible for driving collaboration, growth and client engagement with respect to strategically important focus areas for Ashurst in the Middle East market. Reporting into the regional M&amp;G Director, the individual will serve as a member of the regional M&amp;G leadership team and will work closely with the regional partners to develop, define and execute the strategy for the strategically important focus areas across the region.</p> <p>The position requires close collaboration with the broader Clients, Markets and Growth function to bring a comprehensive "whole of Firm" approach to our clients.</p>
<b>Core responsibilities</b>	<p>There are five core areas of focus for this role:</p> <ol style="list-style-type: none"><li><b>1. Strategic Planning &amp; Execution</b><ul style="list-style-type: none"><li>• Proactively support the regional M&amp;G Director with planning and execution of the Regional Growth Roadmap</li></ul></li></ol>

- Work with the sponsoring Partner Leads and key cross-practice partners on corporate development for strategically important focus areas, specifically developing the regional strategy to maximise opportunities to grow revenue in line with the firm's strategic plan
- Proactively manage the strategy for strategically important focus areas, including assessing achievement of key performance indicators and agreed commitments
- Act as a senior advisor and coach to sponsoring Partner Leads and key cross-practice partners
- Develop and lead strategic market facing initiatives to meet strategic plan goals, evaluating progress on implementation

## **2. Opportunity Identification & Management**

- Utilise market and client insights to keep up to date with current and emerging trends and issues impacting the region. Identify areas of client need and opportunities for lead generation, with the goal of deepening our client relationships and market penetration
- Manage and support the opportunity pursuit process, including identifying opportunities, managing opportunity tracking processes, preparing client-focused sales strategies and coordinating partners around pipelines and strategic pursuits (including go/no go), working closely with the local and central Bids team on the delivery of pitches
- Design, develop and implement integrated revenue generating and profile raising campaigns and thought leadership, working collaboratively with other specialists (Brand, Comms, PR, Expertise etc)
- Act as the connector across practices, to understand and map out key opportunities related to those areas of law which will be impactful for the region

## **3. Client Development & Management**

- Cultivate a small community of client growth accounts for the region
- Work seamlessly with Client Relationship Partners to develop and execute client account plans for the designated clients, to help deepen relationships and drive profitable growth
- Act in a client facing capacity and develop relationships with key contacts at the designated clients
- Coordinate and manage pipeline development with the Client Relationship Partners within the designated client accounts

- Develop an in-depth understanding of the designated clients and their businesses, and assist with the sharing of that information within Ashurst
- Undertake regular review, analysis and reporting of client financials to support designated client growth
- Proactively arrange and attend client listening sessions (including general relationship feedback and specific feedback related to major matters and/or pitches), analyse and share insights and take responsibility for following up
- Analyse insights gathered within region to identify trends and opportunities across the regional portfolio
- Coordinate and liaise with other CRMs to ensure consistency and sharing of strategic information across clients and industries, utilising firm best practice

#### **4. Region Management**

- Build, support and ensure the effectiveness of strategically important focus areas by facilitating engagement across practices and developing relationships with cross practice partners.
- Build and leverage relationships with key market players and associations to increase market penetration, monitoring ROI
- Develop and manage the regional CMG Initiative budget, monitoring spend and capturing ROI
- Share market knowledge across the wider CMG team and contribute to functional and firm-wide training programmes
- Manage the Executive to ensure the requirements for data capture are met (e.g. experience statements; relevant directory and award submissions; etc.)
- Lead and develop team members to ensure that all performance and learning metrics are achieved
- Contribute to wider CMG team projects, including supporting new systems and processes, as required

#### **5. Risk and Control**

- Ensure that all activities and duties are carried out in full compliance with our regulatory requirements and internal policies.

#### **Essential skills and experience**

- Previous experience professional services business development environment
- Demonstrated leadership experience for both coaching teams and managing major projects and/or initiatives

- Proven track record of leading a team and cultivating a high-performance culture
- Commercial awareness and an innovative mind-set for developing and evolving ways of working
- Strong interpersonal skills, with a proven ability to build trusting relationships with the partnership and business services.
- Enthusiastic and proactive, with the ability to work to tight deadlines and manage multiple projects and activities
- Excellent verbal and written communication with the ability to effectively interact with peers and influence internal clients including senior stakeholders
- Ability to synthesise information to identify opportunities and solve complex problems.
- Strategic thinker with strong focus on execution
- Collaborates and is highly effective at working as part of a team
- Previous experience in a client facing capacity including client listening experience
- Ability to influence credibly and effectively at all levels of the organisation with strong executive presence

**Background checks**

To comply with regulatory and client requirements, Ashurst will undertake appropriate vetting of staff. When applicants accept a job offer, Ashurst, alongside a specialist provider, will undertake professional verification and background checks. These checks are only undertaken with consent, and in accordance with our legal and regulatory obligations.