

Senior Marketing & BD Manager – Real Estate Practice

Practice group/Global Operations team: Global Operations

Type of Vacancy: Permanent

Full time/Part time: Full-Time

Contract/Part time details:

Location: London, Birmingham

About Eversheds Sutherland

Eversheds Sutherland represents the combination of two firms with a shared culture and commitment to client service excellence. We are each known for our commercial awareness and industry knowledge and for providing innovative and tailored solution for every client.

As a full service law firm, we act for the public and private sector across the UK, Europe, Middle East, Africa, Asia and the USA providing legal advice to clients across its company commercial, human resources, litigation and dispute management, and real estate practices.

With 69 offices across 34 countries worldwide, we have become one of the largest law firms in the world and a great place to work and develop your career.

The Team

The Eversheds Sutherland marketing team is widely recognised as challenging the paradigm of traditional law firm marketing. Join us if you thrive in an environment where you are genuinely empowered to lead and deliver on highly strategic and innovative client-facing programmes and projects. You will be dealing with some of the world's top business names working alongside some of the world's leading lawyers, exploiting your professional knowledge and experience. Every day is different but every day is satisfying.

The successful candidate for this position will work well individually and as part of a team and will demonstrate our values daily. They will be analytical, enthusiastic, comfortable working with all levels of seniority and possess a strong work ethic. They should be able to demonstrate the highest quality customer service by delighting customers at every opportunity and be ready to be proactive in helping our business grow and move forwards.

Key responsibilities

- *Stakeholder management:* working closely with relevant Practice Group stakeholders to drive forward the marketing and business development strategy within the practice, ensuring that this is aligned to the wider Eversheds Sutherland business development strategy.
- *Revenue:* initiating and implementing revenue generating activities focused on identified client opportunities and those within the sectors in which we operate and the wider market.
- *Reputation:* Develop and embed campaigns that enhance the practice's reputation in key segments of the market.
- *Team management:* encourage, develop and 'empower' team members to own projects, engage in client development activities and build personal relationships with fee earners
- *Market understanding:* responsible for the identification and interpretation of market/client trends and converting them into actionable campaigns, client conversations and sales opportunities

Specific responsibilities :

- Developing and building key client and industry relationships, participating in client reviews when necessary.
- Developing tailored proposals and pitches.
- Identifying new product opportunities.
- Assisting the PGH to globalise the practice group by working with overseas real estate partners.
- Providing business intelligence on key competitors and marketplace trends, identifying ways of gaining a competitive advantage in the market.
- Working with Finance to establish the Marketing Budget based on the strategy.
- Working collaboratively with other support functions to provide a seamless service to the practice.
- Supporting other marketing departments on firm wide initiatives, as required.

Skills and experience:

- The successful candidate ideally will have experience within a professional services environment, preferably with exposure to the real estate sector.
- Candidates will have gained a minimum of 6 years' experience in a business development / marketing role.

Key competencies:

- Your previous experience will demonstrate an ability to develop relationships and capacity to use influencing skills to gain credibility across all levels within a firm.
- The successful candidate will be able to demonstrate strong analytical skills.
- You will possess excellent verbal and written communication skills.
- You will be able to demonstrate previous experience of using market/client insights and understanding to drive growth initiatives and further enhance reputations of individuals and the wider practice/firm.
- You will have people management skills.
- You will be a team player with a passion and ambition to develop a real competitive advantage in this exciting market place.

Salary range: TBC