

Head of Clients & Sectors

Practice group/Global Operations team: International Operations

Full time/Part time: Permanent

Location: London

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.

Overview

This is an important role with responsibility for managing the firm's sector and key account activities, and flagship events, CRM, Alumni and client feedback programmes. The Head of Clients & Sectors will bring greater professionalism and consistency to the way we support our strategic sectors and key clients. This will require active and close team management, and the sharing of best practice approaches across sector and client development teams.

The focus is less on detailed knowledge of specific sectors or clients and more on ensuring we are consistently using the best tools and approaches available, and that team members are working collaboratively to deliver the best client service. Coaching and team management will be vital elements of the role, as will co-operation with other teams (Practice Group marketing, international programmes, pitch, pricing and finance).

The Head of Clients & Sectors will report to the Marketing & Business Development Director and will be a key member of the Senior Marketing Team. He/she will manage a team of about 20 covering sector business development, key accounts, flagship client programmes, Alumni programme, client feedback and CRM.

Key responsibilities

Sector programme and key clients

- work with sector teams to develop the most effective strategies and processes to grow our strategic sectors. This is likely to involve a consistent approach to sector business planning, internal communications and client targeting.
- ensure sector and key account teams work closely together and with their PG, international and pitch colleagues, as well as colleagues in other departments (pricing, finance, HR).
- ensure our approach to key account management is consistent. This will include the adoption of a standard client plan template, use of financial data and reporting and sharing ideas on Client Service Team engagement.

- assume direct responsibility for managing sectors and priority clients not covered by the existing team of Sector Managers and Client Development Managers.

Client feedback

- work with the partner lead on Client Feedback to deliver a robust programme to support the firm's service excellence objectives, especially in relation to our priority clients.
- agree and achieve targets for completed client questionnaires.

Flagship client events and Alumni programme

- lead the team to ensure our flagship events and Alumni programme have clear objectives, aligned with our priority sector and key client programme.
- ensure our key client and Alumni activities are well-targeted, meet client expectations and enhance the firm's brand.

CRM

- lead the CRM team to ensure we have a robust approach to managing individual client and contact records.
- ensure we are using our CRM system (InterAction) to actively manage communications with key clients. This will involve close interaction between the CRM team and BD teams.

Team management

- coach, manage and motivate the Clients & Sectors team to higher performance. The skill sets and experience levels of the team vary considerably which is both a challenge and an opportunity to learn from each other.

Member of the marketing leadership team

- actively contribute to developing and implementing overall marketing & BD strategy. It will be vital to establish a close and effective working relationship with the other members of the leadership team (Head of International Programmes; Head of Practice Group BD; Head of Pitch; Marketing & BD Director).

Key competencies and expertise

The Head of Clients & Sectors will need to demonstrate a broad range of competencies, especially:

- the ability to manage and motivate marketing and BD team members at a variety of levels (from Executive (JF2) to Senior Manager (JF4))
- experience of best practice marketing and BD systems and processes and the ability to introduce change
- experience of influencing senior stakeholders (partners) and delivering excellent marketing / BD support
- a solid understanding of law firm operations and services which will build trust and respect among the team and internal stakeholders
- strong written and verbal communication skills – the ability to articulate plans and build internal support

We're a modern, progressive law firm. We think differently and we've built a culture where individual skills and personalities can shine through. At Eversheds Sutherland, we believe that innovation comes from a culture of genuine equality and diversity and we are happy to discuss any reasonable adjustments individuals may require in the recruitment process, or once in post.

In addition to the above, Eversheds Sutherland also require awareness of and full participation in the Firm's commitment to equality and diversity, the environment and health and safety.