

**Marketing & BD Manager - Real Estate****Practice Group/Department:** Real Estate**Type of Vacancy:** Permanent**Full time/Part time:** Full Time**Location:** UK, Hybrid**About Eversheds Sutherland**

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

As a full service law practice, we act for the public and private sector across the UK, Europe, Middle East, Africa, Asia and the US providing legal advice to clients across the Company Commercial, Employment, Labour & Pensions, Litigation and Dispute Management, Real Estate practices and Konexo, our alternative and compliance services business.

With **70 offices** across more than **30 countries** worldwide, we have become one of the largest law practices in the world and a great place to work and develop your career.

**The Team**

The Eversheds Sutherland practice groups include many of the market's premier teams. Through the technical excellence of our lawyers, we are able to take to market leading insights on the latest legal trends and client developments. Our practices are comprised of teams of senior specialist lawyers, who are consistently ranked and decorated amongst the world's foremost practices and advise clients on some of the most complex and important legal projects.

Our Marketing & BD team works across five key areas: Strategy, Clients, Pitch, Regions and Operational.

Our Strategy team, where our practice and sector teams are placed is responsible for devising and implementing strategy and activates across all areas of our business.

The practice marketing teams play a pivotal role, working with our sector, international and client teams to ensure our legal knowledge is disseminated to the market and we are focused on increasing our share of legal spend from our clients.

**The Role**

Our Real Estate Practice Group(REPG) role offers the opportunity to work directly with Partners, external organizations and clients on an international basis.

We value creativity and those with an ability to prioritise and deliver high quality outputs, in all we do internally and externally. Clients are at the heart of what we do. An ability to work with other teams, think about client interest first and deliver to that, is a must.

We provide on the job practical training and guidance, as well as, training from third party providers such as CIM.

The role requires a personality type that is interested in global affairs and the latest legal developments and can translate that into relevant activities and content for the Real Estate Practice and Sector .

The role is fast paced and rewarding. On any given day you could be leading on a news briefing, organizing a client conference, or supporting a partner in the pursuit of work from a client. We seek to invest and attract diverse talent, who can enrich and help us continually 'think afresh' and challenge how we deliver our activities.

You will need to want a role where you can:

- excel in verbal and written communications
- evidence your creativity and lead on projects
- work to KPIs and clear objectives
- develop strong relationships with other teams and lawyers
- focus on delivery and evidence successes

The successful candidate will work with the Senior Marketing & BD Manager and other stakeholders to support growth through execution of the marketing and communications plan in order to enhance the profile and win mandates for REPG.

This role requires someone seeking a challenge, to fast track their career, within a global law firm. We hope to attract bright, motivated people who want to make a difference and stand-out.

#### Key Responsibilities

- You will be working with the Senior Marketing Manager and relevant partners and stakeholders to drive forward and develop the marketing for the practice
- Support in the development, implementation and delivery of campaigns and marketing initiatives using the full range of routes to market
- Develop best in class, product-based sales collateral
- Event management, including events with a global focus
- Work collaboratively with other support functions internationally to provide a seamless service to the business
- Help identify business leads and emerging opportunities through use of our industry memberships, market research and analysis.
- Support key partners and stakeholders in client targeting and business development initiatives
- Provide business intelligence on key competitors and marketplace trends, identifying ways of gaining a competitive advantage in the market.
- Support junior team members and help them to develop advanced and commercial bids skills
- Support other marketing departments and firm wide initiatives, as required.
- Challenge traditional marketing techniques and embracing technology and cutting-edge approaches to drive connectivity with our client base

#### Skills & Experience

- Experience within a marketing role, ideally from a professional services firm with international offices, is desirable
- Experience in delivering, or supporting the delivery of marketing plans, campaigns and initiatives including strategic events, creation and activation of thought leadership, marketing communications and business development activities
- Ability to prioritise the right activities that deliver value to our business
- Previous experience will demonstrate an ability to support campaign-based activity and an ability to use influencing skills to gain credibility across all levels within the firm
- Demonstrate analytical skills and attention to detail

- Excellent verbal and written communication skills
- Proactive, enthusiastic and empathetic
- Professional manner, personable and approachable.
- Ability to demonstrate an understanding of the market. You will interpret sector specific issues in order to devise effective and winning approaches, taking into account client perspectives
- A flexible, "can-do" mentality.
- Attention to detail.
- A strong client focus.

#### Diversity and Inclusion

At Eversheds Sutherland, we recognise that having diverse talent across our business brings many benefits, and we are committed to accessing a wide range of views and thinking in all that we do. A culture of inclusion, where each person feels able to be their true self at work and reach their full potential is key. We recognise that bringing together the perspectives of individuals of all backgrounds, life experiences, preferences and beliefs is critical if we are to serve our global client base, people and communities as a leading global legal practice.

Should you require any reasonable adjustments to enable participation in the recruitment process, please contact us so that we can discuss how best to assist.

We are open to considering flexible working options for our vacancies. Whilst we are not able to offer flexible working across all of our roles, many of our people work flexibly in some way, and we would encourage you to talk to us about this during the hiring process if you would like to explore further.

We are a LGBT+ inclusive employer and are Stonewall Corporate Champions.

In addition to training, a competitive benefits package is offered, including: 26 days annual leave; flexible holiday scheme; subsidised canteen on Eversheds Sutherland sites; subsidised corporate gym membership; pension; and life assurance.

## Values

Together we are:



### **Collaborative**

We leverage our collective talents for the benefit of our clients and each other and we prize teamwork and relationships.



### **Creative**

We are innovative and creative problem-solvers, providing an enhanced client and employee experience by not being bound by custom or convention.



### **Professional**

We deliver quality and excellence and act with the utmost integrity at all times.



### **Inclusive**

We foster a diverse and inclusive culture that places respect and support for everyone at its core and empowers all our people to fulfill their potential.



### **Open**

We are approachable and nurture a culture of transparency and openness.