

Marketing & BD Manager - Litigation & Dispute Management

Practice group/Global Operations team: Marketing

Full time/Part time: Full-Time

Location: London, Birmingham, Leeds

About Eversheds Sutherland:

Eversheds Sutherland is one of the largest full service law firms in the world, with offices across the UK, Europe, Middle East, Africa, US and Asia providing legal advice to clients through our company commercial, employment, labour and pensions, litigation and dispute management (L&DM), real estate practices.

About the role:

This role is aligned to our L&DM practice area, working with some of the market's leading disputes lawyers on a range of litigation and arbitration for some of the world's leading blue-chip companies.

We require a highly professional and energetic marketing professional, expert in delivering reputation enhancing marketing activities across traditional and digital marketing platforms, as well as, adept at delivering and leading on client development activities.

The role is fast-paced, with high expectations of achieving measurable success in supporting client conversations, brand awareness and revenue generation. There is considerable time spent working with Partners, requiring effective preparation, insight and time management to ensure we drive value into every interaction and output. In this role, you will be working with the Senior Manager on all aspects of strategy, BD and content-led campaigns. You will work as a key part of the wider Litigation & Disputes Management marketing team, drawing-in and working on, key campaigns and activities relevant to the practice group, alongside others Practice/Sector/In-Country teams on firmwide projects.

This role requires a global outlook and ability to work with others, on structuring and delivering activities, content and conversations across borders and to measurable KPIs and targets.

The role requires a deep understanding of the disputes landscape, using that knowhow to identify opportunities to develop our firm's profile and open revenue opportunities. Specifically, you will be working directly with Partner leads on identifying and interpreting trends, deciding what our actionable response and market positioning should be.

Primary accountabilities and responsibilities of the role:

- Delivering the existing strategy and working with Partners on its evolution and positioning for the future
- Embedding client development and a focus on clients, at the heart of the strategy and how it is delivered in our campaigns, content and events
- Design and delivery of campaign plans for the practice group and the teams within, unifying the different projects within the market and client strategy
- Responsible for managing the delivery of all marketing activity relating to each aspect to the campaigns, aligning with others to execute events, marketing communications and our online presence across various digital platforms

- Close collaboration with stakeholders in other sectors and practices relevant to the needs of clients in the practice group and its marketing strategy
- Working closely with our PR team to ensure that our key messages to market are amplified through our PR strategy, and that our PR and marketing activities for the practice are synchronised
- Liaising with industry trade bodies and other outside parties, in proactively finding platforms such as conferences, working groups, research projects and other opportunities for us to raise our profile within the industry
- Able to deal with ad hoc requests for capability statements and informal pitches within the sector where required
- Challenge traditional marketing techniques and embracing technology and cutting-edge approaches to drive connectivity with our client base.

Capabilities, knowledge and experience requirements:

- Experienced in marketing, communications, business development in a legal or professional services environment is essential
- Ability to influence stakeholders at all levels across multiple jurisdictions
- Able to think and act globally in a professional services environment
- Strong written and oral communications skills, with excellent attention to detail
- Highly commercial, able to link marketing activities to tangible client-facing outcomes
- Coaching and influencing – to supervise the work of more junior team members in delivering on elements of the marketing activities in the sector
- Strong organisational and time management skills to manage a busy workload
- Excellent operational planning, execution and follow-up of the complete range of marketing communication channels experience
- Innovative thinking to challenge existing marketing communications activity, bringing best practice from previous experience
- Financially literate with marketing budgets
- A superb track record of delivering, or supporting the delivery of marketing and business development plans, campaigns and initiatives. This will include, but is not limited to:
 - o large-scale strategic events
 - o client development programs
 - o target identification
 - o market segmentation and development, and
 - o pitch management.
- Experience using Interaction CRM and Collaborate is desirable

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.

Eversheds Sutherland endeavours to recruit and fill vacancies directly. However, when we do need to engage with agencies, Eversheds Sutherland operates within a preferred supplier list.