

JOB TITLE: Business Development Executive
DEPARTMENT: Marketing and Business Development
SUPERVISOR: Chair, Business Development Committee; Managing Partner
STATUS: Exempt

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Chief Business Development Officer (CBDO)

The CBDO reports directly to the COO and works closely with the CEO and firm's Management Committee. The CBDO oversees the firm's business development, marketing and communications functions.

Overview of Position

The CBDO collaborates with firm leadership and firm partners to provide support in the development and execution of the firm's overall growth and client experience goals. The CBDO oversees the business plan and budget development process for the offices, practice groups, industry teams and subsidiaries. This process is directly managed by the department's business development and marketing managers. The CBDO provides insights into the legal industry trends and the firm's competitive markets, ideas on emerging products and services and strategies to help differentiate the firm and add to the firm's growth. The CBDO is responsible for developing the strategic plan for the business development department that includes strategies for business development efforts and skills training, marketing initiatives, public relations and communications plans, programing, developing content and insights, client service initiatives and the applications of technology and tools needed to effectively execute the growth plans for the firm and its attorneys. Additionally, the CBDO works collaboratively with many of the firm's committees and other business functions, such as Finance, IT, HR, and Knowledge Services, on firm-wide initiatives, training and the integration of new attorneys.

Essential Responsibilities and Duties

- Lead a large and highly dynamic team of business development, marketing, communications and creative professionals to deliver a high level of client service and effective work product to internal and external stakeholders
- Collaborate with firm leadership on identifying areas of opportunity for firm growth, in improvement in the delivery of client service, and the effectiveness of the business development and marketing functions
- Oversee the planning and budgeting process for the business development department, practice groups, industry teams, offices and subsidiaries as well as support the business plan development for new laterals

- Monitor the competitive landscape and assess our advantages and gaps to develop strategies that can advance the firm's position in its priority areas of investment.
- Assist Firm with the integration of expansion efforts with new laterals, practices and offices
- Support the research, data and development of the business case for new investments that align with the firm's priorities
- Support the efforts to expand client relationships and retain a high level of client satisfaction and loyalty
- Support the business development efforts of the attorneys and provide training and business development tools to increase the effectiveness of their efforts
- Develop and promote the Firm's brand to ensure a consistent image across the firm and its markets and through many of the community support efforts
- Provide creative ideas that can help differentiate the firm through its marketing and public relations efforts, including advertising and social media
- Establish KPIs and monitor the various analytics to determine if business development and marketing efforts are returning the desired ROI and adjust strategies/tactical plans as needed to achieve defined success
- Adhere to our firm values and work well within our firm culture

Additional Responsibilities

As a member of the executive team, the CBDO, or other members of the business development department, participate in and support the content development and logistical oversight for:

- Partnership Retreats
- Partner Development Program
- Women Partner Retreats
- Harris Founder's Day (firm-wide event every five years to honor the firm's founding in 1856)
- Management Strategic Planning Sessions
- Training, such as associate, practice group leaders, BD related, and communications
- Engagement with other functional areas and committees to support the implementation of firm initiatives as relevant, i.e. the Council on Inclusion and Diversity, lateral recruitment, information technology joint projects, research and CLE programs with Knowledge Services.

Requirements

- Bachelor's degree in marketing or related discipline required; Master's degree a plus

- At least 10 years of well-rounded marketing and business development experience in positions of increasing responsibility, with a focus on business development and marketing expansion
- Experienced working in the legal or professional services industry
- Knowledgeable on effective business development techniques
- Knowledgeable on effective marketing approaches and campaigns for the legal industry or professional services
- Demonstrates solid knowledge of business, economic and other external factors that could impact our business
- Excellent oral and written communications skills
- Excellent interpersonal skills and adaptability
- Strong analytical skills
- Leadership, management and organization skills needed to lead a large and dynamic business development, marketing and communications team
- Highly proficient with the use of technology, i.e. Word, Excel, PowerPoint, Outlook