

Job Description

Title:	Business Development & Marketing Manager
Hours:	9.30 am to 5.30 pm, and as required, flexible applications considered
Working week:	Monday to Friday
Reports to:	Senior Business Development & Marketing Manager
Department:	Business Development & Marketing
Purpose of job:	<p>You will work closely with your assigned practices, nominated partners, cross-firm groups and the wider BD & Marketing team to execute plans, identify opportunities and overall build strategy; providing a high quality, proactive full range of business development and marketing support across Recognition, Reputation, Relationships and Revenue.</p> <p>We are looking for a committed and proactive individual to support the assigned practices and cross-firm groups / projects on tactics and processes.</p>

Key Responsibilities

- Lead the creation and execution of business development and marketing plans, ensuring measurable objectives and timely delivery.
- Develop and implement business development and marketing initiatives aligned with the strategic plans.
- Monitor and report on budgets and expenditure, providing regular updates and insights to stakeholders.
- Track and evaluate activity performance and Return On Investment, recommending improvements to enhance effectiveness.
- Identify and leverage market opportunities and competitive insights to support growth objectives.
- Engage regularly with fee earners and partners, contributing to strategic discussions and driving BD priorities.
- Plan and manage legal directory and award submissions, including drafting and coordinating entries to meet deadlines, liaising with Professional Support Lawyers to ensure high-quality content.
- Manage the content calendar for articles and digital assets, ensuring timely publication across all channels.
- Oversee content scheduling, driving engagement via social media and brand visibility.
- Produce multimedia content (video, podcasts) by planning production, supporting script development, and managing distribution.
- Collaborate with the Communications team to plan and measure Public Relations and media activity.
- Maximise value from memberships and associations, ensuring active participation and visibility.
- Maintain and update target lists for each service offering to support pipeline development.
- Plan and execute client mailings, ensuring relevance and compliance with data regulations.
- Organise and deliver events, including scheduling, invitations, logistics, and post-event follow-up.
- Identify and manage external partnerships, networks, and co-marketing opportunities.
- Coordinate pitches and presentations, maintaining core materials and tailoring content for specific opportunities.

KINGSLEY NAPLEY

- Develop and maintain marketing collateral, including brochures and team sheets, ensuring accuracy and relevance.
- Manage key account tracking and outreach, supporting relationship development and retention.
- Drive participation in client feedback programmes, analysing results and reporting actionable insights.
- Ensure quality control of all outputs produced for assigned practice areas.
- Support team development, working with the Senior Business Development Managers and the Head of Business Development to coach and upskill junior team members and the wider team.

Every effort has been made to ensure that this is a full description of the tasks and responsibilities of this role. However, it is not an exhaustive list. The job description may be changed or developed at any time to reflect changes as required. However, material changes will not be made without full consultation with the post-holder.

Kingsley Napley are committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will be considered for employment regardless of race, age, disability, gender identity and expression, sexual orientation, gender reassignment, marriage and civil partnership, pregnancy and maternity and religion.

KINGSLEY NAPLEY

Person Specification

Business Development & Marketing Manager

	<u>Essential</u>
Knowledge and Technical Ability:	<ul style="list-style-type: none">• Experience of providing full Business Development support to large teams within professional services• Experience of supporting legal teams, with exposure to Immigration and Employment law preferred• Planning, budgeting, and monitoring skills and ability to effectively use and present data to assist evidence-based decision making• Accurate and professional drafting skills and strong attention to detail,• Ability to provide both hands on, operational and strategic level support• Excellent project management skills, ensuring projects are delivered on time, to budget and at a high standard• Delegates and works through others well, managing the time and skills of others effectively, eventually progressing into line manager of junior team members• Continually develops their own knowledge and skills to meet the demands of the role by working keeping up with best practice and working with peers outside of the firm
Client Care:	<ul style="list-style-type: none">• Proven ability to gain credibility at all levels quickly with excellent relationship management skills• Responsive and supportive when working with internal stakeholders across all levels. Uses own initiative and progresses work without instruction to do so• Ability to establish effective working relationships within the department and firm overall• Communication: listening, questioning and conveying ideas, facts and opinions in clear and understandable terms and constructively challenges and offers advice• Strong organisational skills and ability to prioritise. Ability to handle multiple tasks simultaneously with excellent attention to detail
Firm Wide Skills:	<ul style="list-style-type: none">• Understanding the business environment in which the firm operates and considering the commercial and wider performance implications of decisions and actions• Highly proficient in Microsoft Office, particularly Word, Excel and PowerPoint• Has an awareness of the importance of client confidentiality, information security and data protection• Promotes the sharing of best practice and knowledge across the firm
Attributes:	<ul style="list-style-type: none">• A 'completer/ finisher' mindset – hardworking and committed to tasks and deadlines• Acts as a role model for inclusive management and leadership• Ability to work independently, and as a team• Proactive and flexible approach. Adopts a positive and open 'growth mindset' to change• Ability to demonstrate behaviour in keeping with the Firm's core values of Teamwork and Respect, Integrity and Fairness, Commitment and Understanding

All applicants who are offered permanent or long-term employment, or partnership, will be subject to a criminal record check by the Disclosure and Barring Service (DBS) before the appointment is confirmed. Because Kingsley Napley LLP meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974, a 'basic disclosure' will be sought. This will reveal 'unspent' convictions. A criminal record is not necessarily a bar to employment or partnership; each matter will be considered on its own circumstances and merits.