

Job Description

Title:	Senior Business Development Manager
Hours:	9.30 am to 5.30 pm, and as required, flexible applications considered
Working week:	Monday to Friday
Reports to:	Head of Business Development
Department:	Business Development & Marketing

Purpose of job: You will have overall responsibility for Disputes and Investigations business development support, covering the Dispute Resolution, Criminal Litigation, Regulatory and Public Law practices. The role combines strategic leadership, line management and senior advisory support, working closely with partners, practice area leaders and the wider BD & Marketing team.

The Senior Manager will act as a trusted adviser to partners and firm leadership, leading the development and execution of BD and marketing strategies, driving firmwide and practice-specific growth initiatives, and providing proactive advisory support on firmwide campaigns.

Key Responsibilities

Strategic Leadership & Advisory

- Lead the development and execution of integrated business development and marketing strategies for the Dispute Resolution, Criminal Litigation, Regulatory and Public Law practices, aligned with firmwide priorities.
- Act as a senior strategic adviser to partners and practice leadership, contributing to commercial planning, go-to-market strategy and opportunity development.
- Provide proactive BD input into firmwide campaigns, working closely with senior stakeholders and the central marketing team.
- Identify and anticipate market trends, regulatory developments and competitive insights affecting disputes and investigations work, translating these into actionable strategies.

Management & Team Leadership

- Line manage Business Development & Marketing Managers, providing clear direction, performance management, coaching and development.
- Ensure consistency, quality and best practice across all BD & marketing activity within the practice areas.
- Support workload planning, prioritisation and resource allocation across the team.
- Act as a senior member of the BD & Marketing team, contributing to department-wide planning and continuous improvement.

Execution & Delivery

- Oversee the creation and delivery of business development and marketing plans, ensuring clear objectives, measurable outcomes and timely delivery.
- Maintain oversight of budgets and expenditure, ensuring appropriate investment and clear reporting of ROI and impact.
- Lead high-value and complex pitches, panels and credential opportunities, shaping strategy, messaging and partner engagement.
- Oversee legal directory and award submissions for the practices, ensuring strategic

- positioning and high-quality content.
- Provide senior oversight of content strategy, thought leadership programmes, PR and media planning in collaboration with the Communications team.
- Ensure effective use of events, sponsorships, memberships and external partnerships to enhance profile, relationships and revenue.
- Maintain a focus on key clients and targets, supporting account planning, relationship development and cross-sell opportunities.
- Drive participation in client feedback programmes, analysing insights and influencing change where required.

Quality, Governance & Risk

- Ensure quality control across all outputs produced for the Dispute Resolution, Criminal Litigation, Regulatory and Public Law practices.
- Maintain awareness of client confidentiality, information security and data protection requirements.
- Act as a role model for professional standards, inclusive leadership and collaboration across the firm.

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.

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Person Specification Senior Business Development Manager

	<u>Essential</u>
Knowledge and Technical Ability:	<ul style="list-style-type: none"> • Significant experience in business development and marketing within professional services, with exposure to disputes, investigations or litigation-led practices preferred. • Proven experience of leading and managing BD & marketing teams, including line management and development of managers. • Strong strategic planning, budgeting and performance measurement skills, with the ability to interpret data and articulate impact clearly. • Ability to operate credibly at senior partner level, providing both strategic advice and hands-on leadership where required. • Excellent project management skills, managing complex, high-profile and time-sensitive initiatives. • Demonstrated experience of leading major pitches, campaigns or firmwide initiatives. • Exceptional drafting and communication skills, with the ability to shape clear, compelling narratives. • Strong organisational skills with the ability to prioritise competing demands and manage multiple workstreams. • Continually develops their own knowledge and skills to meet the demands of the role by keeping up with best practice and working with peers outside of the firm.
Client Care:	<ul style="list-style-type: none"> • Proven ability to build trust and credibility quickly with partners and senior stakeholders. • Strong relationship management skills and confidence in constructive challenge. • Responsive, pragmatic and commercially focused approach to internal client service. • Strong organisational skills and ability to prioritise. Ability to handle multiple tasks simultaneously with excellent attention to detail.
Firmwide Skills:	<ul style="list-style-type: none"> • Clear understanding of the commercial and competitive environment in which the firm operates. • Highly proficient in Microsoft Word, Excel and PowerPoint. • Awareness of the importance of confidentiality, data protection and information security. • Actively promotes collaboration, knowledge-sharing and best practice.
Attributes:	<ul style="list-style-type: none"> • Strategic, proactive and solutions-focused approach. • A strong people leader and role model for inclusive management. • Comfortable operating with autonomy and ambiguity. • Resilient and calm under pressure, particularly in fast-moving or crisis-driven situations. • Demonstrates behaviours aligned 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.