

KINGSLEY NAPLEY

Job Description

Title:	International Business Development Manager
Hours:	9.30 am to 5.30 pm, and as required, flexible applications considered
Working week:	Monday to Friday
Reports to:	Brand Director
Department:	Business Development & Marketing
Purpose of job:	The International BD Manager is a delivery focused role responsible for executing KN's international marketing and business development strategy. This position centres on raising the firm's profile in key international jurisdictions, communicating KN's proposition globally, driving BD activity, and strengthening relationships with strategic clients, intermediaries, and network firms. The role requires a highly organised, hands on individual capable of managing and delivering activities directly.

Key Responsibilities

International Profile Raising & Brand Delivery

- Plan and deliver activity to increase KN's visibility across priority international markets.
- Work with the practice areas to draft and produce marketing materials, thought-leadership pieces, website content, social posts, and other international communications.
- Prepare international capability statements, pitch content, and credentials in coordination with BD colleagues.
- Contribute to legal directory submissions (Chambers, Legal 500) and profile-building opportunities end-to-end.

Campaign & Content Execution

- Plan, create, and deliver integrated international campaigns across digital, events, and email channels.
- Produce newsletters, market commentary, client insights, and campaign assets relevant to global audiences.
- Conduct market research to support content themes and ensure materials reflect local jurisdictional priorities.
- Manage campaign calendars, timelines, and outputs.

Business Development Delivery

- Support the implementation of the international BD plan through hands-on delivery of BD tasks and initiatives.
- Research and identify high-potential clients, referrers, and network contacts in priority jurisdictions.
- Support cross-border pitches by gathering information, tailoring messaging, and preparing materials.
- Maintain internal records of opportunities, meetings, follow-up actions, and progress.

Relationship & Network Coordination

- Build and maintain strong direct relationships with key intermediaries, network firms, and international contacts.
- Coordinate and book meetings for lawyers during foreign trips, conferences, and international events.
- Track engagement, feedback, and ROI from international interactions and ensure follow-up actions are completed.
- Maintain and update contact information, relationship notes, and intelligence.

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International Event & Conference Management

- Independently plan and deliver international events, webinars, and seminars.
- Manage all logistics for conference attendance, including registration, briefing materials, meeting schedules, and follow-ups.
- Work with lawyers to identify relevant speaking opportunities and ensure strong KN representation.

Market Intelligence & Research

- Conduct research into global legal and commercial trends, competitor activity, and market dynamics.
- Provide insight to senior stakeholders on emerging market opportunities and risks.
- Benchmark the firm's international presence and identify jurisdictions where additional focus could create impact.
- Translate research into actionable recommendations and BD opportunities.

Budget & Reporting

- Maintain the international BD budget, tracking expenditure and ensuring value for money.
- Produce monthly or quarterly activity reports summarising progress, outcomes, spend, and future plans.
- Track performance metrics for campaigns, events, and BD initiatives to demonstrate impact.

Internal Collaboration & Support

- Work directly with the International Strategic Markets group and practice areas to help them build visibility and BD activity in their key jurisdictions.
- Collaborate closely with BD, Marketing, Strategic Relationships and Communications colleagues, ensuring alignment and consistency.
- Act as the central point of coordination for all international marketing and BD activity 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 International Business Development Manager

	<u>Essential</u>
Knowledge and Technical Ability:	<ul style="list-style-type: none"> • Strong track record in hands-on marketing, BD, or communications within a professional services environment. • Experience with international markets, cross-border relationship management, or multi-jurisdictional campaigns. • Experience managing events, conferences, and international travel logistics. • Excellent writing and communication skills with the ability to produce clear, tailored content quickly.
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 • Strong research and analytical skills with a commercial mindset.
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 • 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.