JOB DESCRIPTION

Business Development Assistant (Fixed Term Contract)

Job Title

Your job title will be Business Development Assistant

Reporting Line

To the Business Development Executive

Role and Key accountabilities

Responsible for providing support to the following teams:

- Guernsey Corporate
- Guernsey Litigation
- Guernsey International Trusts and Private Client
- Guernsey local facing practice areas (including Employment and Property).

You will be accountable for:

- Assisting with the delivery of the BD & Marketing plan for your relevant areas and the facilitation of all subsequent business development activities
- Providing support for all marketing activity within your relevant areas

Duties and Responsibilities

Your primary duties and responsibilities will be to support Business Development in relation to the following:

1. Client Relationship Management
    a. Develop a good working knowledge of the CRM database functionality in particular the extraction and use of data
        i. Help to promote the use of the database and engagement across the teams
        ii. Carry out desktop research on clients/prospects
    b. Log and support production of pitches/Invitations To Tender (ITTs)

c. Support the delivery of the firm wide Priority Client & Intermediary Programme

d. Work with the wider BD function to facilitate regular client feedback activity

e. Support the production of relationship reports and capability statements for clients as required

f. Take meeting minutes and assist with follow-up to all client based meetings

2. New Business Development

a. Assist with the capture and promotion of the office/practices credentials in target markets, media and products

b. Preparation of meeting packs for marketing meetings and trips

c. Maintenance of the database for fee quote material

d. Support for all face to face client marketing, from ad-hoc meetings to longer trips

e. Maintenance of deal lists, fee earner CV's, coordination of updates to website bios via the comms/operations team and other related administrational practice or office credentials

3. Marketing Communications and events management

Coordinating with central marketing operations and communications to:

a. Assist in the production of directory submissions including logging information on matters and deals following the Matter/Deal process

b. Ensure accuracy of the practice/offices profile on the internet, intranet and social media

c. Ensure that all marketing materials (e.g. brochures, contact cards , team-sheets) are up to date and on-brand

d. Help to draft briefs for marketing and communications and events activities and monitor progress with the relevant comms/operations team members

e. Support the planning, organisation and delivery of events

4. General

a. Full participation in the global projects and initiatives run by the wider BD and marketing function

b. Endeavour towards developing an excellent working understanding of the practice/office products, markets, key messages and trends.

In addition to the duties listed above, you may be required to perform any other ad hoc duties or projects as requested by the Manager.

Technical Knowledge/Skills Required

- Ability to manage and prioritise tasks, time, budgets and people in order to meet deadlines
- Proficient in the main Microsoft applications
- Strong interpersonal skills
- The ability to maintain focussed on objectives, developing excellent working relationships with the partners, fee earners and business services employees
- Excellent written and verbal communication and presentation skills
- High attention to detail and accuracy
- Pro-active and service orientated in approach
- Thorough understanding of the brand guidelines

Minimum Education/Qualifications

The post holder should be degree qualified (ideally covering business or marketing related subjects) or have relevant Business Development & Marketing experience.

Previous Experience

Preferably some Business Development & Marketing experience (although not essential if the post holder holds a relevant degree), legal services experience preferable but not essential. Demonstrable interest in the BD and marketing environment.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable adjustments may be made to enable individuals with disabilities to perform the essential functions. The noise level in the environment is moderate.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable adjustments may be made to enable individuals with disabilities to perform the essential functions.

Status of Job Description

The job description described above does not form part of the employee's terms and conditions of employment and may be amended from time to time. Any amendment will be notified to you. The description is, however, intended as guidance as to what is expected in the proper and efficient performance of the role and may be considered in assessing the employee's performance.