

DRINKER BIDDLE & REATH LLP
BUSINESS DEVELOPMENT MARKETING MANAGER
JOB POSTING

JOB TITLE: Business Development Marketing Manager	STATUS: Exempt
REPORTS TO: Senior Director of Marketing Operations	LOCATION: Washington, D.C., Chicago, IL, or Philadelphia, PA

SUMMARY:

We are seeking a Business Development Marketing Manager (“BDMM”) to join our team. The BDMM works and collaborates with the CMO, Sr. Director of Marketing Operations, Practice Group Leaders, Business Development Directors/Managers, other members of the Business Development and Marketing Department and public relations professionals to (1) create strategic business development and marketing plans and execute action items to achieve goals; (2) implement a comprehensive content marketing strategy across channels; (3) work with lawyers to prepare pitches for new business, as well as respond to requests for information and proposals; and (4) promote visibility of the west coast practice groups among existing and prospective clients. This position is responsible for being the point person for all marketing and business development activities of the practice group(s) to which he/she is assigned. The Business Development Marketing Manager is expected to be a substantive contributor to the outcomes described, rather than merely a process coordinator.

The BDMM is expected to create, recommend and implement creative marketing strategies to assist in generating new clients, expanding current clients, and enhancing the brand visibility of Intellectual Property and Products Liability Practice Groups and its lawyers on a national basis. The BDMM will also be a key driver of the firm’s visibility efforts on the west coast.

In accordance with the firm’s Client Service Initiatives, the Business Development Marketing Manager must display good judgment, effective interpersonal communications, and confidentiality and discretion are required consistently.

ESSENTIAL JOB FUNCTIONS:

- Strategy: Create and implement yearly marketing and business development strategic plans and provide support and follow through on all marketing and business development initiatives.
- Budget Management: Work with practice group members to develop and manage the practice group business development and marketing budget to support the goals and objectives set forth in the strategic plan.
- Project Management: Manage a variety of time-sensitive marketing projects and initiatives to ensure timely delivery and budget adherence with extensive use of project management approaches including setting project plans, budgets and schedules.
- Branding and Visibility: As the subject matter expert for the practice/industry, the BDMM will support and work in conjunction with the Practice Group Leader as well as other members of the practice group including the Practice Group Administrator, marketing communications and public relations professionals to generate content, create and implement practice/industry-specific marketing materials and identify and leverage paid and earned media opportunities.
- Research: Propose and manage marketing research projects working with the Competitive Intelligence team members in order to support and improve upon marketing strategies and communications.
- Content Marketing Strategy: Accountable for all content marketing initiatives to drive traffic, engagement and new business; collaborates across functions and silos to deliver an effective content marketing strategy and editorial plan to meet the business objectives. This role requires a brand publisher mindset: creating the content our audience is looking for and then optimizing the path to conversion. Editorial calendar and organization workflows must be developed and managed.
- Business Development Advisor: Responsible for building a strong rapport and acting as a resource to practice group attorneys, providing personalized guidance and support as they seek to grow their business.

- Pitches/Proposals: Work with practice group members to respond to Requests for Proposals (RFP) and/or Requests for Information (RFI) to ensure that responses present a consistent and up-to-date message. Strong writing skills are required. Design and prepare new business presentations to create a compelling and well thought out pitch. Strong PowerPoint design skills are required.
- Seminars and Events: Work directly with practice group members and event resources to develop and implement seminars for clients and prospects on a national level, as well as coordinate practice group attendance and participation at industry events and conferences. Research opportunities for external seminars and symposiums where practice group's capabilities could be featured. This will involve drafting content for such seminars, in coordination with, and at the direction of, lawyers in the practice group.
- Evaluation and Reporting: Assist with developing reporting mechanisms to regularly evaluate the impact of business development and marketing programs in achieving their stated objective.

The above described job elements are intended to indicate the general nature and levels of work being performed by employees assigned to the job. They are not intended to be an exhaustive list of duties, responsibilities and skills required of employees so classified.

KNOWLEDGE, SKILLS AND ABILITIES:

- Superior oral and written communication skills in addition to strong editing skills.
- Ability to review and analyze marketing budgets and financial reports to see implications in the implementation and management of projects.
- Experience creating a strategic marketing plan and executing on action items to achieve goals.
- Ability to provide strategic leadership and management.
- Experience creating content for the web.
- Editorial mindset that seeks to understand what audiences consume and how to create it.
- Ability to analyze and present content.
- Demonstrated ability and knowledge of business development strategies in a professional service environment.
- Must be able to think strategically, analytically and creatively; with a proven ability to develop fresh approaches and innovate as appropriate.
- Ability to work with detailed information accurately and efficiently while maintaining confidentiality.
- Experience at writing marketing content for a wide variety of media.
- Strong project management skills.
- Excellent knowledge of Microsoft Windows and Office suite (e.g. Word, Excel, PowerPoint and Outlook) applications required.
- Experienced with a CRM database system; familiarity with InterAction a plus.
- Must be highly organized and be sensitive and responsive to internal and external client demands and deadlines.
- Must be a highly motivated, personable self-starter who is able to manage multiple projects simultaneously and successfully, many with tight deadlines.
- Ability to assess, adapt and reprioritize projects quickly when situations change.
- Able to work with all levels of firm management and work well as part of a team.
- Strong leadership skills with the ability to manage people and motivate them to accomplish their goals.
- Ability to lead meetings, teams and workgroups to encourage participation, mutual trust, respect and cooperation among participants; ability to coordinate the activities or tasks of people, groups and organizations.
- General understanding of legal and business concepts, or the capacity to learn them quickly.
- Ability to exercise good business judgment and diplomacy in complex situations.
- Unbiased judgment, sound discretion and openness to the views of others.
- Ability to interact with people in a manner that shows sensitivity, tact, and professionalism.
- Able to quickly grasp the goals, service, culture and strategy of both the firm and the practice group(s) being supported.
- Candidate must conduct him/herself professionally in appearance and actions; must set a positive example for all personnel and support a collegial and collaborative work environment.
- Adhere to and serve as a role model for the firm's Client Service Standards.
- Willingness to be flexible and perform responsibilities not specifically identified in the job description and

assume new responsibilities as the department's and firm's needs change.

EDUCATION AND EXPERIENCE REQUIREMENTS:

- Bachelor's degree required.
 - Journalism, communications or marketing major preferred.
- Minimum eight years' experience or equivalent in a professional services or law firm environment, preferably involving marketing.
 - Marketing or public relations experience is highly desirable as is experience in social networking.
- Strong leadership abilities, people and project management skills, and an ability to identify and implement creative solutions to enhance productivity, efficiency, and effectiveness of operations, systems and procedures.
- Experience in managing/organizing conferences or events a plus.

We are an Equal Opportunity Employer and we offer an excellent total compensation package, which includes medical/dental coverage (PPO/HD), vision care, life insurance, short and long-term disability plans, 401(k) with employer match, paid vacation/holiday/sick days, wellness programs and more.

HOW TO APPLY: Interested candidates should send a resume and cover letter, including salary expectations, to human.resources@dbr.com and reference “**BDMM (IP-PL)**” in the subject line.