
Business Development Specialist



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ROLE DESCRIPTION

Under the leadership of the Director, Marketing and Business Development, the Business Development Specialist will primarily support the development and execution of all practice group, industry group, and client team plans. The role will also include support of new business proposals in addition to newly developed business development programs.

Success in this role requires persistent follow-up with the firm's lawyers on the status of individual business development activities and support to implement them. It also requires the ability to build strong relationships across all functions and levels of seniorities.

This role will involve an understanding of legal marketing concepts and the various strategies and tactics employed to develop the firm's brand and raise the profile of its lawyers. In addition, a general understanding of legal pricing models and project management principles will prove to be valuable in this role.

While a proactive approach to the role is critical, there is a reactive component as well and in turn a requirement to be flexible and adaptable.

PRIMARY RESPONSIBILITIES

Practice & Industry Groups

- Through extensive internal and external research, develop a deep understanding of litigation services and the firm's competitive marketplace position.
- Assist in the drafting of business plans in collaboration with the Director, Marketing and Business Development and practice group leaders.
- Help execute all aspects of the plans.
- Assist the BD Director in monitoring progress and reporting results.
- Support routine, internal group related activities (e.g. group meetings).
- Liaise with the firm's Marketing team on any/all tactical elements of plans.

Individual Lawyer Business Plans

- Responsible for the tactical execution of individual lawyer business plans, as guided by the Director, Marketing and Business Development.
- Support the Director, Marketing and Business Development in monitoring progress and reporting results.

Client Teams

- Draft plans in collaboration with the Director, Marketing and Business Development and industry group leaders.

- Collaborate with the Director, Marketing and Business Development in monitoring progress and reporting results.
- Support routine, internal group related activities (e.g. group meetings).

Pitches & Proposals

- Supports all formats of proposals – from informal pitches to comprehensive new business proposals.
- Further develop (and institute) a proposal process including a go/no-go policy.
- Further develop firm, practice, and industry content.
- By leveraging the firm's CMS system, develop tailored case lists for use in pitches and proposals.
- Track, report, and analyze outcome (win rate including financial data).

Client Events

- Oversees client events to ensure best-in-class service and achievement of program goals. Events may include: annual client appreciation events, firm anniversary parties, seminars, receptions, and industry conferences.

Research

- Request, edit, analyze, and present research conducted by team members to support various programs.
- Generate reports and conduct research to support programs.

ADDITIONAL RESPONSIBILITIES

Internal Communications

- Support the creation and updating of intranet content.

Training & Presentations

- Provide onboarding and general training to various members/groups of the firm throughout the year with the Director, Marketing and Business Development.

Reporting & Budgeting

- Draft reports on the status and results of all business development programs for the Director.
- Assist with invoicing as it relates to projects.
- Monitor and update the annual Business Development budget.

Informal Management & Coaching

- Mentor and train junior team members on Business Development best practices. Assist in the overseeing and delegation of work.

Administration

- Schedule meetings, book boardrooms, set agendas, capture key decisions/actions, and proactively follow-up with stakeholders to ensure execution on projects.

QUALIFICATIONS

- A minimum of five years of business development experience in a law firm or other professional services firm is required.
- Practice, industry and/or client team experience required.
- Highly proficient in MS Office (Outlook, Word, Excel, PowerPoint). Experience with a CRM system. Technical aptitude for learning various applications.
- Superior writing and analytical skills is required.
- Strong communication skills (both verbal and written) including the ability to effectively interact with all firm members and influence senior stakeholders.
- Ability to think strategically, develop tactics and execute.
- Creative and innovative with a strong ability to think outside the box and generate new ideas.
- Experience and a willingness to “roll up sleeves” and operate at whatever level is needed to accomplish tasks.
- Excellent organizational skills, self-motivated, and able to manage multiple tasks.
- Maintains professionalism, confidentiality and operates with discretion.
- A team player with a keen ability to adapt and respond appropriately in various situations.
- Understand the importance of different backgrounds, perspectives and experiences and is respectful of individual differences.
- Driven to learn, grow, and achieve results.

Qualified candidates are asked to submit their cover letter and resume [HERE](#).

Lenczner Slaght invites applications from all qualified candidates. We are committed to employment equity and diversity in the workplace. Accommodation will be provided in all parts of the recruitment and hiring process. Please direct all requests and questions to [Barbara Russell](#).