

Title: Business Development Manager (Private Client)

Department: Business Development and Marketing

Reporting to: Head of Business Development

fladgate
unlimited
partnership

ROLE SPECIFICATION

The Business Development and Marketing Team

We're on the lookout for an exceptional individual to join our Business Development and Marketing team. Our team is characterised by its entrepreneurial spirit and agility, and we're seeking colleagues who are equally ambitious, smart, and curious. The latest role we're offering provides plenty of room for growth and creativity within a successful and rapidly expanding firm. If you're a high-energy individual looking for an opportunity to thrive, we encourage you to apply and join us on our journey.

Join Fladgate as an accomplished Business Development professional, preferably experienced in supporting Private Client-related practices. This role gives you the substantial responsibility of driving the business development and marketing strategy for the practices, along with executing highly effective marketing campaigns, optimising our client focus strategy, cross-selling the practice within the firm and much more. The overriding objective is to become an integral agent of change and propel Private Client forward, hand-in-hand with our Head of Business Development and our ambitious practice area heads.

The Role

We are looking for a BD Manager to support our Private Client practice, a large and growing team that brings together all the services that a private client might need. We support high net worth individuals and families in the UK and abroad and our client list boasts some of the world's wealthiest families, family offices, and dynamic entrepreneurs. The team is proficient in advising on all aspects of wealth structuring and transfer, family law, private wealth disputes and immigration issues as well as matters involving art and other luxury assets. Alongside this is Walgate Family Office providing Family Office services and support to wealthy families.

This is an exciting role as the practices have only recently been brought together under a Private Client offering. To date, BD and marketing efforts have been around raising the profile of the team and, while this remains a crucial aspect of the role (involving management of collateral, website content, events, directories and awards submissions), we are also now looking to drive intermediary and client focused initiatives including around targeting, relationship management and service delivery.

The role is supported by a shared BD Executive.

Role/Responsibilities

As BD Manager, this role is responsible for the BD support of our Private Client offering, both in its broadest sense and for its composite parts – namely Trusts & Tax Planning, Estate & Trust Administration, Family

Law, Private Wealth Disputes, Art & Luxury Assets, Immigration, Residential Real Estate and Walgate Family Office. This includes working with the Head of Department, Marketing Partner and other partner leads on their BD and marketing plans, largely focusing on continuing to raise the (internal and external) profile of the group and supporting it in its client targeting efforts.

- Encourage and galvanise the Private Client practices to collaborate and go to market as one.
- Further develop and execute marketing and BD plans that align with departmental and wider firm objectives.
- Work with key stakeholders to identify current and future sources of work, creating and implementing intermediary and client targeting plans.
- Lead the partners in articulating excellent client service and support our Head of BD and Client Service Director to devise strategies around how to deliver this.
- Identify and maximise opportunities for internal cross-selling and collaboration.
- Continue to elevate our market presence through impactful initiatives and campaigns, including content production, events and PR.
- Work with the associate group to identify and implement 'Next Gen' initiatives.
- Oversee budget allocation, ensuring optimal use of resources.
- Lead on (formal and informal) pitch processes.
- Collaborate with partners to identify and drive forward opportunities in the market that may generate leads.
- Work with our PR agency to increase press coverage for the group in target publications.
- Manage relationships with certain external market participants such as key publications and networking associations.
- Establish efficient and robust BD processes across the team.
- Assess and report on ROI across all activities, communicating key learnings.
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For the Wider Firm:

- Work alongside the Head of BD, Director of Strategy and wider team to meet firm- wide KPIs.
- Help and support others in the team on priority firm projects such as: client growth programme, client relationship management initiative, Private Capital campaign, Associates training programme, as well as in relation to process improvements generally.
- Take lead responsibility for one or more of the firm's international desks.

PERSON SPECIFICATION

An experienced business development person, with at least 7 years' experience in a professional services environment, ideally with knowledge of the Private Client sector.

The successful candidate will possess many of the following qualifications and attributes:

- Strong experience in a comparable role within professional services (experience working within a partnership structure is essential); law firm experience is highly desirable.
- A confident leader and strategic thinker, demonstrating credibility and influence among senior stakeholders.
- Demonstrates passion - approaches all tasks in an enthusiastic way. Committed to upholding professional standards.
- A creative thinker and able to demonstrate this via excellent writing style, development of campaign ideas and in thinking laterally.
- Natural leader in identifying needs and influencing.
- A first-class communicator, both written and verbal.

- Commercially aware, sensitive to the concerns and needs of internal and external clients.
- Highly team-orientated and a strong personal touch.
- Entrepreneurial - able to deal with multiple priorities and urgent situations.
- Able to work autonomously and to a deadline.
- Good at sharing skills and knowledge; familiarity with the latest thinking in BD including the use of social media.
- Excellent project management skills with a track record of leading and developing high performance teams and seeing projects through to completion.
- Tenacious approach to delivery, quality of output and organisation.
- The ability to work well with staff at all levels.
- Ability to operate under pressure to resolve issues in a controlled and calm fashion.
- Excellent understanding of Word and PowerPoint and some understanding of how to develop templates.
- Knowledge and experience of using CRM systems (such as InterAction) and EMS (such as Vuture).
- Able to quickly create strong relationships including with external associations.

BENEFITS

We reward our staff for their continued commitment to the success of this Firm with a comprehensive range of benefits. Fladgate have also adopted a hybrid model of both office-based and home working which is a discretionary benefit depending on the role and responsibilities.

ON JOINING

- Life assurance scheme – 5x annual salary (non-contributory)
- Annual holiday entitlement – 26 days per calendar year (full time equivalent)
- Flexible holiday scheme – buy up to five days extra holiday per annum
- Staff introduction bonus – £1,000 - 5,000 depending on vacant role
- Personal training/yoga – free weekly sessions
- Free online GP service – 24/7 video GP consultations

AFTER 2 MONTHS

- Group personal pension plan of 4% - 5% employer contributions
- Matching employee contributions of 4% - 5% (automatically enrolled)
- Processed via salary sacrifice 50% of employer NI savings added to contribution

AFTER 3 MONTHS

- Company sick pay scheme
- Group income protection
- Season ticket loan
- Private Dental Plan – payable through monthly payroll
- Gym membership scheme – interest free gym membership loan
- Eye test vouchers – every two years

AFTER 6 MONTHS

- Private medical insurance (PMI) for employee cover is employer-paid, however additional family cover is employee-paid

At Fladgate, we recognise the importance of an agile approach, not only in the way we work with our clients, but our employees also. Hybrid working at Fladgate varies depending on your role and responsibilities. As a general rule, for those who can work from home and have roles compatible with home working, we operate a hybrid pattern of two days remote working and three days office based.



PARENTAL LEAVE & MATERNITY POLICIES

Our aim

To create a culture where our people can thrive and feel supported at work. As such, the Firm's approach to parental leave is designed to ensure that anyone who is a parent or is expecting to be a parent has a positive experience prior to parental leave, during their parental leave and upon their return to work whichever type of leave they decide to take.

Our parental leave policies* cover:

Maternity – We offer both statutory maternity pay (SMP) and enhanced maternity pay (EMP), subject to eligibility*. If eligible, EMP provides 100% of your salary in weeks 1-16 and 50% of your salary in weeks 17-28. Weeks 29-39 are at the government set rate (or 90% of salary, whichever is lower). In order to receive EMP, you must undertake to remain continuously employed by the Firm and to return to work for a period of at least six months from the date of your return to work before providing and notice of resignation*.

Paternity – We offer enhanced paternity pay (EPP) as full basic pay for up to three weeks*.

Shared Parental Leave – SPL allows parents to take up to 50 weeks' shared leave in total following the birth or adoption of a child*.

Adoption and Surrogacy*

Ordinary Parental Leave – Allowing up to 18 weeks unpaid leave for employees who have parental responsibility for a child / children*.

* Full details can be found in our staff handbook, which will be provided upon offer of employment.



INCLUSION & DIVERSITY

Our focus

We know that to achieve our inclusion and diversity objectives we need to focus on a number of areas:

Developing a diverse leadership – We have a mix of different ethnicity and genders on our leadership groups. We are working hard to improve the gender balance of our partner team and we are striving for 30% female representation by 2025.

Attracting a diverse workforce – This means adopting a properly personal approach when connecting with those interested in joining our team including: ensuring fairness in our processes; working with those, like recruiters, who help us in this; a commitment that you will always meet male and female talent in our recruitment interviews.

Engaging with everyone in our team to ensure they are heard, supported and understood. Encourage everyone to develop their own voice in shaping our culture, their future and our service to clients. That might be working flexibly or that might be a specific career programme - everyone needs different things at different times.

Helping all our people in all roles to achieve their full potential. We provide training, coaching, internal mentors and buddies, whatever works for each individual and their own personal development path.



"As the I&D Partner Lead of the Firm, I am acutely aware that our vision and values are built around the word 'personal'. We are a people business dependent on brilliant client relationships. Inclusion and diversity objectives are therefore not 'soft' business aspirations, they are fundamental to our success"

Helen Curtis-Goulding

I&D Partner



[Click here](#)

I&D at Fladgate

The Firm recognises the importance of the health and wellbeing of all our people and that it can play a part in promoting an environment which allows everyone to flourish and reach their full potential.

- Bupa private medical insurance (optional benefit to join after six months' service)
- Optional dental insurance
- Eye care vouchers
- Flu jab vouchers
- Weekly personal (group) training or yoga sessions
- Gym membership and fitness activity discounts
- Cycle to work scheme
- Menopause care via Stella app

- Employee Assistance Programme (EAP), available 24/7 and 365 days a year
- Counselling and CBT sessions available via the EAP
- Annual holiday entitlement and flexible holiday scheme, with the opportunity to buy up to an additional weeks' holiday
- Resilience and stress management training
- Mental health awareness talks and training sessions
- The option to mix office-based and home working as a regular pattern of your working week

- Group personal pension and group income protection scheme
- Life assurance (5x annual salary) scheme
- Season ticket loans
- Fee-earner bonus scheme
- Client introduction bonus scheme
- Recruitment bonus
- Access to everyday lifestyle discounts, via the Vivup app
- Financial management workshops inc. mortgage and pension management

- Sports and social events, organised by our Sports & Social Committee throughout the year inc. summer and winter parties, bowling nights and quizzes
- CSR committee and fundraising activities
- Flexible working policy
- Loyalty holiday bonus, rewarding long service
- PRIME work experience opportunities
- Student mentoring for LPC and GDL students at the University of Law



PHYSICAL HEALTH



MENTAL HEALTH



FINANCIAL HEALTH



SOCIAL & CSR