

Title: Senior Business Development Executive (Corporate)
Department: Business Development and Marketing
Reporting to: Business Development Manager

fladgate
unlimited
partnership

ROLE DESCRIPTION

We're on the lookout for an exceptional individual to join our growing and dynamic 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. This role provides plenty of room for growth within a successful and rapidly expanding firm and supports our largest practice area by revenue and headcount, where we enjoy a first-class reputation in the market. If you're a high-energy individual looking for an opportunity to thrive, we encourage you to apply and join us on our journey.

The BD & Marketing Department

The BD and Marketing teams are ambitious to develop how we go to market, create impactful campaigns and ensure high quality BD and marketing activity supported by fresh thinking and improved operational practices. We want Fladgate, our practice groups and our fee earners to stand out from the competition.

Reporting to the BD Manager, the Senior BD Executive will support our Corporate department, working alongside another Senior BD Executive. The Corporate department is the largest in the firm and is highly respected in the external market. It spans various practice areas including Mergers & Acquisitions, Equity Capital Markets, Venture Capital, Projects & Infrastructure (including Green Energy & Renewables), Commercial, IP, Sports, Insolvency & Restructuring, Employment and Technology.

Role/Responsibilities

This role will provide day to day support to the BD Manager and fee earners in the Corporate department, especially in content production (including via social media), credentials development, pitching, events management and supporting with marketing campaigns. It also assists in the delivery of key projects to support the department's strategic ambitions, including through providing operational support and by working with the wider team to improve our BD infrastructure, systems and practices.

Responsibilities will include:

- Supporting the BD manager in (and, in time, lead on) the creation and delivery of the business line plans for the wider corporate practices and sectors in alignment with firm strategy.
- Providing pitch support across the Corporate group from opportunity assessment, to pitch content production through to follow-up actions and ROI reporting.
- Assisting in reviewing and updating key BD collateral including expertise documents, credentials and client presentations, ensuring they are regularly maintained.
- Leading in creating and updating internal project management documents including content and client targeting trackers.
- Being familiar and comfortable with the firm's CRM system, InterAction, and regularly finding and inputting data to support marketing and BD initiatives and events.
- Supporting and often leading internal and external events including using the firm's email marketing system, Vuture, to create and send invites, managing logistics, liaising with third parties, representing the firm at the event, etc.

- Leading on the coordination, production, sending and analysing of regular client and internal mailings.
- Assisting in drafting media and communications materials including matter announcements, case studies and internal and external emails.
- Supporting the BD Manager in creating and executing relevant campaigns, including providing analytics to help identify and track leads.
- Preparing internal and external research as needed in support of client pitches, campaigns, targeting programmes, etc.
- Supporting and sometimes lead on directory and/or award submissions.
- Attending and sometimes lead BD meetings relating to specific practice areas, driving activity forward as needed.
- Developing detailed knowledge of the Corporate department and its composite practice areas to determine trends in the external marketplace and using this knowledge to proactively suggest new BD ideas.
- Leading on department-wide or practice area focused projects, driving delivery and analysing success.
- Developing relationships with external suppliers and contacts, potentially including intermediaries.
- Supporting on various administrative tasks, in the context of BD and marketing.

For the wider firm, this role will:

- Supporting in regularly reporting to the Executive Board against firmwide KPIs on BD activity across pitching, conversion ratios, client feedback, cross-selling, client growth, etc.
- Supporting the senior BD leadership team in contributing to central improvement projects or strategic initiatives as needed.
- Helping and supporting with others in the wider Marketing and BD team in other priority firm projects, such as our client growth programme, our client relationship management initiative, the Private Capital campaign, our Associates training programme, and the production of the Firm's Partner conference, as well as in relation to process improvement projects generally.

PERSON SPECIFICATION

An experienced BD professional (minimum 4-5 years), ideally with experience in a fast-paced BD role within a Corporate practice in a law firm or professional services environment.

The ideal candidate will have:

- Significant experience in a comparable role within professional services (experience working within a partnership structure is essential); law firm experience is desirable.
- A naturally confident 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.
- An excellent communicator, both written and verbal.
- Works in an organised, methodical and structured manner.
- Commercially aware, sensitive to the concerns and needs of internal and external clients.
- Highly team-orientated and a strong personal touch.
- Nimble and 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 managing stakeholders 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.

Technical requirements:

- 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).
- Extensive experience in developing pitch and credentials documents.

You will be a confident communicator with a positive work ethic and the ability to build credible relationships with clients both internal and external. We are looking for an individual who presents themselves with professionalism and polish, who will inspire the confidence of clients and colleagues.

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)
- 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.



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 1-20 and 50% of your salary in weeks 21-32. Weeks 33-39 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 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.





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 Lead

[Click here](#)

I&D at Fladgate

WELLBEING

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



PHYSICAL HEALTH

- 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



MENTAL HEALTH

- 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



FINANCIAL HEALTH

- 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



SOCIAL & CSR