

---

**MARKETING & BD EXECUTIVE  
JOB DESCRIPTION**



We are looking for a Marketing & BD Executive to join our busy London team and support the Marketing & BD Director, while taking on the responsibility of running some projects independently. Candidates will have worked in a Marketing & BD environment, ideally obtained within professional services. The team has won several awards for the firm's rebrand in 2021, including for best digital assets, best visual assets, best internal communication and best overall rebrand. Marketing and business development are at the heart of all our pro-active practices and this is a key hire for the Firm.

**The firm**

Hausfeld & Co LLP is an award-winning disputes-only law firm bringing a visionary approach to resolving claims in competition, commercial, tech, environmental, consumer and human rights law. Our service is global with 12 offices across the US and Europe. We pioneered legal actions for damages in Europe and innovate by pushing further. We bring high profile cases which redefine the legal landscape. Since 2015, we have grown a commercial and financial services practice which has enjoyed an extremely high rate of success in the last five years. Each year our team brings cases which are listed among the Top 20 Litigation to watch. Our antitrust team has won many awards for the claims they brought, and so has our environmental team for their climate change cases. We are a gender diverse firm with 36% female partners, over 40% female lawyers, and an excellent track record of promoting women worldwide. The Global Management Group is 54% women, and so is the vast majority of our senior business professionals.

We have a diverse client base, ranging from single clients or a group working collectively. Much of our work is international or multi-jurisdictional in nature with a wide-ranging case load. On certain cases, we work alongside our associate practices in the United States and Europe. Hausfeld's extensive experience with alternative and innovative fee models offers clients a diverse range of engagement options and maximum flexibility in terms of managing their cost exposure. For more information, visit [hausfeld.com](https://hausfeld.com).

## **Role and reporting**

As Marketing & BD Executive you will be reporting to the Marketing & BD Director.

## **Purpose of the role**

We are a small and effective team. We are looking for a Marketing & BD Executive to join our busy London team and support the Marketing & BD Director, while taking on the responsibility of running some projects independently. Candidates will have worked in a Marketing & BD environment, ideally obtained within professional services. The team has won several awards for the firm's rebrand in 2021, including for best digital assets, best visual assets, best internal communication and best overall rebrand.

This role is critical for the smooth operation of the firm and applicants should be highly organised, possess digital expertise and enjoy working in a busy and dynamic environment. Working for lawyers means your written English needs to be impeccable. As a service centre, you will work with all lawyers across the board, including the most senior people within the firm. Together with the Marketing & BD Director, you form the hub of marketing knowledge in London and coordinate with other international offices.

Working for a small team, means you will get exposed to a wide range of tools in the marketing toolbox (there never is a boring day!), including administrative tasks. Although there are inevitably occasions on which we work late, we try hard to achieve a work-life balance and Hausfeld operated an agile working policy long before the pandemic. We genuinely believe in what we are trying to achieve as a firm. This makes Hausfeld a refreshing place to work.

## **Responsibilities**

### General

- Help implement marketing & BD strategies, campaigns and projects
- Assist with BD reporting.
- Find ways to help achieve the Team's goals

### Marketing

- Assist with the production of BD (pitch material) and marketing literature
- Event organisation (annual party, seminars, small client events)
- Sponsorship programme: review sponsoring and/or speaking opportunities at conferences
- Coordinate with external agencies (design, print, event, catering)
- Help coordinate the Firm's newsletters and distribution lists
- Assist with keeping the website up to date and ensure profiles and content are current; upload new material
- Social media: help manage the twitter and LinkedIn company accounts
- Track activities of the firm when it comes to PR, marketing activity and conference participation
- Website development
- Brand maintenance

## Business Development

- Responsible for the ongoing management and system and maintenance of the Firm's contacts database (CRM)
- Coordination of the Firm's directories submissions
- Maintain knowhow and information sources and monitor market trends, news and developments to identify new case opportunities
- Maintain events and media trackers which help us monitor progress
- Competitor analysis

## Essential attributes

Candidates must have:

- At least 3 to 4 years' exposure to working in a marketing & BD environment
- Organisational skills: ability to multi-task and on time
- Commercial awareness
- Excellent written and verbal communication skills
- Confidence and adaptability
- Creativity (to help develop marketing materials)
- Great teamwork
- PowerPoint proficiency
- Research, numerical and digital skills, i.e. proficient in MS Office, Google Analytics, website back office (we use Umbraco)

## Beneficial attributes

Experience in the following is a desired but not essential:

- PR knowledge
- Legal research skills
- Knowledge of our core sectors

BSc in Marketing, Business or relevant field is a strong advantage.

## Salary

Competitive

## Hours

9:30 a.m. to 5:30 p.m. with flexibility in accordance with the needs of the business.

## Interested?

If you wish to apply for this role, please email [recruitment-london@hausfeld.com](mailto:recruitment-london@hausfeld.com) enclosing your CV and cover letter.