



Business Development Manager

Atlanta, Georgia

Full-time, Exempt

SUMMARY

The Business Development Manager is responsible for driving business development initiatives for key practice and industry groups. The BD Manager works closely with Practice Group Heads and the Chief Marketing Officer, and supervises two BD Coordinator roles, to identify revenue-generating opportunities with clients and potential clients.

The BD Manager also provides guidance on client proposals and presentations, and collaborates with the wider marketing team to develop effective, measurable client communications, events and activities that support practice growth and regional goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Maintains a strong, current knowledge of external market factors and competitive landscape in order to identify new business opportunities for practices
- Proactively presents business development ideas to Practice Group Heads and the CMO and assists in the execution of approved plans
- Supports group and individual lawyers' business development efforts
- Works closely with lawyers and other administrative teams to prepare Request for Proposal (RFP) responses, writes proposals, and creates presentations for new business
- Identifies opportunities for thought leadership and media commentary in collaboration with PR and Communications Manager
- Works closely with Marketing and Events Coordinator to present effective live and virtual events, such as continuing education seminars, webinars, workshops and other client-facing events
- Helps lawyers prepare for business development-related presentations and meetings
- Develops and updates practice credentials for use in capabilities materials and on Firm website
- Collaborates with Director of Library/Research on competitive intelligence and research on current and prospective clients
- Works closely with the CMO and Practice Heads in planning and budgeting
- Implements initiatives as assigned by the CMO

REQUIRED SKILLS

- Highly proficient in Microsoft Word, PowerPoint, and Excel
- Excellent writing and editing skills
- Proficient with client relationship system (CRM) and matter management systems
- Experience with Adobe Creative Suite (Photoshop, InDesign) or similar desktop publishing tools
- Professional demeanor and able to earn the confidence and respect of the Firm's lawyers and staff

- Proactive, collaborative, and exceptional attention to quality, detail, and accuracy

QUALIFICATIONS

- Bachelor's degree, preferably with a concentration in marketing
- 5+ years of law firm or other professional services marketing experience, preferably in a leadership role

For consideration, please submit your resume and cover letter to staffjobs@sgrlaw.com.

Equal Opportunity

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