

<b>Job Title</b>	Clients & Markets Executive x2
<b>Located</b>	Oxford/Manchester
<b>Reports to</b>	UK Marketing Manager

**Re-invent your future.** Marks & Clerk works with innovative organisations from start-ups and SMEs to universities and multinationals to identify, protect, defend and extend their intellectual assets. Our patent attorneys are highly experienced in technical fields both traditional and cutting edge, whilst our trade mark attorneys work with clients to protect their brands in territories worldwide.

Marks & Clerk is an international firm of patent and trade mark attorneys with 16 offices worldwide. It is the leading and largest firm of its kind in the UK with over 60 Partners, 350 employees and offices in London, Cambridge, Oxford, Birmingham, Manchester, Edinburgh, Glasgow and Aberdeen.

### Role purpose

To help develop and execute business development (BD) and marketing plans for the firm's growth areas, offices and key clients. Reporting to the UK Marketing Manager, the role is responsible for providing high quality and effective marketing and business development advice and guidance to fee earners. This includes client care business development, bids and tenders support and sector-focused marketing activity, locally, nationally and internationally.

### Principal responsibilities

#### **Strategy & Planning**

- Work with the UK Manager and key partners to develop the BD strategy to maximise opportunities to grow revenue in line with the office and growth area plans
- Help develop and lead strategic initiatives to meet the growth plan goals, evaluating progress on implementation
- Provide market information and analysis of financials and client insights to identify trends and opportunities to raise our profile and awareness in key markets

#### **Opportunity Management**

- Work with the UK Bids & Tenders Manager to help support the bid process, including identifying opportunities, generating leads, managing opportunity tracking processes and helping to prepare client / market-focused sales collateral
- Help manage the relevant sales pipeline tool, coordinating the relevant Partners around client and market opportunities
- Collaborate with other Clients & Markets Executives to identify any potential cross-selling opportunities
- Ensure that post-pitch debriefs are completed for strategically important opportunities

#### **Markets**

- Help develop and implement integrated campaigns, thought leadership, events and other market facing activities, working collaboratively with the firm's broader BD and marketing team and other specialists, to raise our profile in key markets in the UK and overseas
- Provide marketing and BD support to our international territory groups as required
- Develop and maintain knowledge of key and emerging issues impacting the industry
- Share knowledge across the wider BD and marketing team
- Ensure the requirements for data capture are met (e.g. sale pipeline, experience / expertise, relevant directory and award submissions)

### ***Client Management***

- Support Relationship Manager / Partners to develop and execute account plans for select key clients to help deepen and broaden relationships and drive profitable growth
- Develop an in-depth understanding of the nominated clients and their businesses, and assist with the sharing of that information within the firm
- Support increased engagement with the growth area and office client networks, through identifying and following up on opportunities for growing revenue
- Engage with and support the Client Satisfaction / Listening Programme and help implement its findings
- Coordinate and liaise with other Clients & Markets Executives to ensure consistency and sharing of strategic information across clients and markets

### **Technical knowledge, professional qualifications and experience**

The successful candidate will have:

- Degree level qualification or equivalent in a relevant subject (e.g. Marketing / Business Studies) **and**;
- A minimum of two years' experience working in a business development / marketing role, preferably gained in a professional services environment
- Excellent verbal and written communication skills
- Excellent attention to detail
- A proactive approach

In addition, the successful candidate will be able to demonstrate:

- The ability to build and maintain effective working relationships at all levels, both internally and externally
- Lateral thinking and the ability to overcome obstacles
- A high level of confidentiality, discretion and diplomacy
- Determination and commitment to meet deadlines
- The ability to prioritise a busy and varied workload whilst maintaining a high level of quality and service
- Strong initiative and creativity

### **Remuneration and benefits**

- Hybrid working model, combining office and home working
- Competitive salary dependent on qualification and experience
- 26 days' annual holiday plus statutory holidays
- Contributory pension scheme
- Life assurance
- Private medical insurance (after 12 months' service)
- Permanent health insurance (after 12 months' service)
- Reimbursement of membership fees to professional bodies required for the role