

Job Title	Clients & Markets Manager
Located	London/Cambridge
Reports to	UK Clients & Markets Manager

Help shape the future of intellectual property. Marks & Clerk LLP is the leading and largest firm of Patent and Trade Mark attorneys in the UK with over 60 partners and 350 employees. Our attorneys are highly skilled in all technical fields. We have 8 offices in the UK: London, Cambridge, Oxford, Birmingham, Manchester, Edinburgh, Glasgow and Aberdeen.

Role purpose

In support of the firm's growth strategy, the Clients & Markets Manager will be responsible for providing high quality and effective BD and marketing support to the Partners and attorneys at Marks & Clerk to help deliver against national growth initiatives and local plans.

Principal responsibilities

- Working with the UK Clients & Markets Manager and other members of the Marketing and Business Development team to deliver BD plans for national and local growth initiatives.
- The role will be based in London or Cambridge and covers those offices as well as supporting our firm of solicitors, Marks & Clerk Law LLP.
- Line-managing Clients & Markets Executives and Assistants and ensuring work is allocated and undertaken efficiently across the locations.
- Providing pragmatic one-to-one BD advice to Partners and attorneys, to grow profitable client relationships.
- Generating leads using the full spectrum of integrated marketing and BD activity.
- Supporting the pursuit of qualified leads through a sales pipeline.
- Identifying and working with local and national networks and innovation hubs.
- Identifying and gathering thought leadership content for seminars, articles and newsletters.
- Organising BD meetings with attorney groups; overseeing the delivery of action points raised.
- Management and evaluation of ROI on all local marketing activities.
- Assisting the Bids and Tenders Manager with the production of pitches, and organising and managing rehearsals for presentations.
- Planning, co-ordinating and overseeing admin for events, seminars, sponsorships, exhibitions and hospitality.
- Assisting with UK-wide and international BD projects.
- Advocacy for the marketing and BD team to promote key messages, brand strategy and marketing output in all its forms.

Technical knowledge, professional qualifications and experience

- Degree qualified
- Experience working in a business development/marketing role in a professional services environment
- Demonstrable success in devising, implementing and measuring BD activities

- Supervisory or management experience
- Experience of building networks and developing business
- Excellent analytical skills with the ability to translate analysis into pragmatic BD actions
- Ability to juggle a busy and varied workload, to prioritise tasks and to meet deadlines
- Excellent verbal and written communication skills, and the ability to build and maintain effective working relationships at all levels, both internally and externally
- Determination and commitment to ensure successful completion of projects
- Excellent attention to detail
- High level of confidentiality, discretion and diplomacy
- Lateral thinking and the ability to overcome obstacles
- Team player

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
- Permanent health insurance
- Reimbursement of membership fees to professional bodies required for the role