

Job Specification

JOB TITLE:	Business Development Manager
DIVISION:	Business Development & Marketing (BD&M)
LOCATION:	Aberdeen, Edinburgh or Glasgow
HOURS:	Full Time – Monday to Friday 9am-5pm
RESPONSIBLE TO:	Business Development & Marketing Director
PURPOSE:	Scope, shape and deliver the business development strategy and plans for the Property & Infrastructure department.

1. Main duties and responsibilities:

- Lead, challenge and work closely with partners to execute business development plans aligned with divisional growth objectives.
- Identify, research and evaluate new business opportunities, to support targeting and positioning strategies.
- Lead on the preparation of proposals, credentials and client facing materials in collaboration with the bids team.
- Support partners in managing and growing key client relationships including with intermediaries, referrers and other key stakeholders.
- Develop a strong understanding of the divisions key clients, targets, and priority sectors to drive focused marketing and client engagement.
- Use data and client insights to support strategic planning and identify cross-selling and growth opportunities.
- Effectively execute and optimise the full range of BD&M activities including events, social media, thought leadership, CRM, and PR & Communications.

- Lead and manage BD projects, ensuring clear objectives, partner engagement, and timely delivery.
- Understand the wider firm's BD&M initiatives and identify and communicate cross-selling opportunities.
- Establish and build effective relationships with fee earners, and business services teams to ensure alignment and buy-in for initiatives.
- Support other BD&M initiatives as required including directory and award entries, sponsorship agreements, and relationships with membership and 3rd party organisations.
- Monitor and manage the divisions BD budget, focusing on ROI and key deliverables.
- Lead by example and build a culture of continuous improvement for all BD activity.

2. Person Specification:

Essential Requirements:

- Proven experience in a business development or marketing role within a professional services or corporate role (legal sector experience desirable).
- Strong understanding of, and interest in BD&M marketing concepts within a B2B context.
- Commercially minded, determined, and results focused with a genuine passion for BD&M.
- Excellent organisational, interpersonal and communication skills with experience influencing and advising senior colleagues.
- Experience in managing or supervising people and/or project teams.
- Good written skills, whilst understanding the language of our target audience.
- Authoritative, confident, personable and enthusiastic.
- Good IT skills and a willingness to learn relevant software packages.
- Comfortable using data and analytics to inform planning and measure impact.

We offer a hybrid working model that supports flexible working arrangements; however, attendance at our office will be required, with frequency determined by the needs and nature of the role.

This job specification is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and job holders will be expected to carry out other duties assigned which are appropriate to the position. The duties as described may be altered as necessary by the firm.

Burness Paull reserves the right to close this vacancy early if a sufficient number of applications are received for this role. Therefore, if you are interested, please submit your application as early as possible.