



Business Development Manager (m/w/d) – Transactional Practice Groups Frankfurt am Main or Düsseldorf

About Baker McKenzie

Baker McKenzie helps clients overcome the challenges of competing in the global economy. We solve complex legal problems across borders and practice areas. Our unique culture, developed over 65 years, enables our people to understand local markets and navigate multiple jurisdictions, working together as trusted colleagues and friends to instill confidence in our clients. This is an exciting time to join us as we invest in and further develop our Professional & Business Services Organisation, providing rewarding and challenging career opportunities in all of our world-class business functions.

We are committed to promoting diversity and inclusion for all. Our unique international culture is reflected in the drawing together of a worldwide family of individuals from diverse cultures and backgrounds in all of our offices. We encourage the best people -regardless of race, religion or belief if any, gender, gender identity, disability, sexual orientation or age - to fulfil their professional aspirations with us.

About the role

Work with the German and Austrian transactional partners to drive revenue growth in the transactional practice groups and develop a market leading approach to win, retain and grow business.

An integral part of the role will be to collaborate with global and regional transactional BDMC colleagues in order to promote a consistent global brand and integrated client development approach.

Main responsibilities

- Work closely with the German and Austrian Transactional Practice Group partners on implementing the Business Development & Marketing Strategic Plan for the Transactional Practice Groups
- Coordinate and manage the business development and marketing activities related to the further implementation of the client development program in cooperation with internal team
- Identify strategic opportunities and work with partner and team specialists to secure new opportunities and deals
- Drive revenue opportunities for the Transactional Practice Groups by using products and service lines ensuring that the appropriate clients are being targeted
- Regularly review a pipeline of targets to ensure that opportunities are prioritized and targeting efforts are focused on the greatest opportunities for developing business
- Track pitch opportunities and deal flow
- Collect client/matter information for all practice sub-groups, update practice group information, relevant capability statements, rankings and awards, CVs and any other relevant materials, including those appearing on the Firm's external website
- Work with colleagues in Client Development and Industry Sectors to ensure attorneys are armed with information on latest trends and related hot topics/talking points and use them to generate opportunities
- Leverage global Transactional PG brand messaging to resonate locally
- Developing thought leadership campaigns tailored for the German market
- Work with global and local marketing content and channels teams on a major refresh of the German marketing collateral
- Coordinate with the Firm's web support team to ensure websites relevant and up to date content
- Coordinate in conjunction with the Marketing and Communications teams to assist in identifying relevant content for social media channels
- Support the local marketing team in executing the Transactional PG's client seminars, conferences, webinars, internal meetings, sponsorships/partnerships with outside organizations, and all other events in which Firm and Group representation and participation are necessary
- Drive the BDMC agenda for Transactional PG Partner meetings to continue Partner input and engagement

About the candidate

Technical skills, qualifications and experience

- Bachelor's degree is required, preferably in marketing or a related field
- Extensive experience in business development, marketing, or other relevant field experience, preferably in the legal or other professional services environment (e.g. Corporate and Banking)
- Fluent in English; German language fluency is an asset
- Excellent written and verbal communication skills
- Self-motivated and independent, able to work with minimum supervision and as part of the local Business Development & Marketing team
- Highly organized, detail-oriented individual with strong project management skills, and ability to work on multiple tasks with competing deadlines
- Strong computer skills (including Outlook, MS Word, Excel, PowerPoint or similar). Skills in podcast, webinar, blog and other publishing platforms are a plus
- High level of discretion, diplomacy and a commitment to maintaining the highest level of confidentiality
- High level of energy and persistence, and understanding of the importance of delivering exceptional customer service to internal and external clients; ability to manage and influence senior stakeholder relationships
- Comfortable working across multiple cultures and time zones in a matrix organization
- Respectful to others, regardless of their position, and earns the respect of others by being transparent
- Interest in legal and business issues

Willingness to travel

Travel between German offices, occasional travel within EMEA

Personal qualities

These personal qualities represent the shared characteristics of high performers across Baker McKenzie, regardless of job level and location.

Know how

- Keeps and demonstrates the ability to develop substantive authority in relation to the Firm's specialist fields across key developments in all relevant areas
- Demonstrates the ability to identify the real issue, and to anticipate requirements and potential consequences; distils a range of possibilities by thinking in a considered, prudent manner
- Able to move through a variety of tasks requiring different approaches, knowledge, and expertise, with agility of mind and capacity for analysis and synthesis

Dedication

- Driven by a strong personal sense of integrity and upholds exemplary quality standards
- Prepares thoroughly, takes responsibility, uses initiative and is self-reliant to ensure work progresses to the fullest extent possible
- Hardworking and diligent with a keen understanding of client demands
- Demonstrates composure when dealing with difficult situations

Personal Impact

- Creates a positive impression at all times; develops relationships through collaboration and reciprocity
- Negotiates to achieve outcomes that are mutually satisfactory; shows good judgement on when to stand strong and when to compromise
- Invests in, nurtures and builds a network of productive relationships

Humanity

- Respectful to others, regardless of their position, and earns the respect of others by being transparent
- Has care and concern for others and a genuine interest in others as people
- Treats delicate or confidential issues with grace and discretion

Contact

Kindly send your complete application documents (English version is preferred) stating your earliest possible starting date to: Recruitment.Businessservices@bakermckenzie.com

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