

# Business Development Advisor – New Business

**Department:** Business Development

**Organizational Relationship:** Reports to the Business Development Manager II – New Business

**FLSA Status:** Exempt

**Last Updated:** September 20, 2024

## **General Summary:**

The Business Development (BD) Advisor – New Business is a global role that works closely with Business Development teams and partners to develop and deliver high-quality proposal documents, establishing project timelines and protocols, developing win themes and client messaging, creating compelling written and visual content, preparing the response team for in-person client presentations, coordinating input from other subject matter expert BD colleagues, liaising with internal resources, and ensuring a high quality of client service.

The Advisor coordinates discussions with Latham's industry and practice teams to ensure the proposal reflects best-in-class content and is aligned with our global messaging. Additionally, the Advisor works in collaboration with the New Business Team (NBT) and assists as needed with complex team projects.

## **Essential Duties and Responsibilities:**

"Essential duties" are those that an individual must be able to perform with or without reasonable accommodation.

1. Drafts, edits, and finalizes external-facing business development materials such as credentials statements, pitch documents, and responses to RFPs
2. Conducts information gathering sessions with relevant BD teams and partners to clarify requirements, client needs, and approach
3. Leads kick-off meetings to establish messaging, key milestones, and the core team
4. Collaborates with BD teams, lawyers, and firm resources in gathering and compiling information for credentials statements, pitch documents, and responses to RFPs
5. Analyzes pitch request documents to elicit compliance requirements, instructions, evaluation criteria, and undertake other response management tasks
6. Collaborates with other administrative functions within the firm, including the finance team, pricing team, compliance team, Diversity, Equity & Inclusion (DEI), and the general counsel's office, to ensure alignment and sharing of relevant information
7. Maintains accurate pitch records and addresses all post-pitch follow-up and close-out actions

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8. Helps partners prepare for client meetings, including developing scripts, talking points and additional supporting pitch documents; provides one-on-one partner coaching as needed
9. Works with relevant global BD teams to develop, maintain, and update standard materials such as templates, content, biographies, and experience within the firm's proposal management systems and databases; ensures that best practices in the preparation of proposal documents are maintained and shared across department
10. Coordinates with internal BD resources to ensure that BD activities are collaborative and consistent
11. Develops and maintains strong working relationships with firm leadership and subject matter experts to obtain necessary feedback, input and sign-off on materials
12. Organizes and leads special projects on various issues as needed to completion
13. Provides training or mentoring sessions for NBT members or the wider BD team as needed
14. Promotes effective work practices, works as a team member, and shows respect for co-workers

## Position Specifications:

### *Education*

- High school diploma or equivalent required
- Bachelor's degree or equivalent preferred

### *Work Experience*

- A minimum of three years' relevant experience managing and leading strategic initiatives with a focus on developing and managing credentials, proposals, tenders or other written sales tools, as well as developing successful BD strategies and winning proposals required
- A minimum of five years relevant work experience in a legal, financial services, or professional services environment or an organization operating in the assigned sector(s) (where applicable) required

### *Knowledge, Skills & Abilities*

- Knowledge of pitch processes and the ability to utilize pitch management tools
- Ability to work autonomously and meet deadlines
- Ability to work in a high-pressure environment and use critical and analytical thinking skills
- Strong attention to detail and ability to multi-task and organize in order to deliver a high-quality work product
- Ability to take initiative and work both independently and in a team environment with a customer-service focus
- Ability to maintain flexibility with respect to assigned tasks due to changing deadlines, changing deliverables, and changing task priorities
- Ability to learn and apply new skills quickly and effectively
- Strong communication skills, both written and verbal, including effective interpersonal communications (e.g., active listening)
- Extensive knowledge of effective proposal and BD strategies within professional services industry

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- Ability to coach senior partners or BD team members on presentation, communication, and client interaction skills in the context of a pitch
- Ability to develop and maintain strong relationships with key stakeholders, including partners, associates, internal SMEs, and clients
- Ability to work collaboratively with partners/teams in other offices and regions and project manage proposals across different time zones
- Ability to handle confidential and sensitive information with the appropriate discretion
- Advanced ability to understand and analyze opportunities and develop written strategies to address and solve them
- Ability to build institutional knowledge and work in a subject area that may be unfamiliar or complex
- Ability to consistently demonstrate professional presence across all requirements of the role
- Superior writing/language skills with deep understanding of how to effectively promote and persuade in a business-to-business context and ability to draft content (such as executive summaries) from scratch
- Ability to convey complex technical information in reader-friendly language or visually by way of infographics, visual graphics, dashboard format, etc.
- Ability to undertake large, long-term projects, develop alternative methods to complete them, and implement solutions
- High-level proficiency in PC applications, including MS Office (emphasis on Word and PowerPoint)

## *Physical Demands*

- Extensive time using a computer including use of a PC keyboard and mouse or similar data input devices is required.

## *Working Conditions*

All Latham & Watkins positions are in a typical indoor office environment.

The statements contained in this position description are not necessarily all-inclusive; additional duties may be assigned, and requirements may vary from time to time, and from location to location.