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Business Development Analyst – Experience

PeopleSoft Job Code / Title:	6063 / Business Development Analyst
Facebook Title:	
Department / Subdepartment:	Business Development
Organizational Relationship:	Reports to the Business Development Manager - Experience Marketing Technology
FLSA Status:	Non-Exempt
UCM Level:	2 - Analyst
Last Updated:	January 14, 2025

General Summary:

The Business Development Analyst – Experience works with the Business Development Experience Manager to support and maintain the firm's deal and case database. The Business Development Analyst – Experience provides experience support for purposes of marketing collateral, while also coordinating with the Lead to develop and implement experience marketing strategies. They maintain positive contact with attorneys, local Business Development (BD), and practice teams at all times and also acts as a mentor and provides support to the team.

Essential Duties and Responsibilities:

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

1. Oversees incoming experience data and proactively maintains the firm's database

2. Thinks proactively and leads reorganizational changes to database information to ensure information is easily attainable

3. Acts as liaison between attorneys, local and global BD management and staff, and the BD Experience team by providing subject matter expert level support

4. Thinks proactively and leads reorganizational changes to database information to ensure information is easily attainable

5. Fosters communication within Marketing Technology, the various teams within BD, and those external to BD, to create a seamless experience collection process

6. Prioritizes and coordinates with team members exports of data for business development efforts and prepares custom reports on an as-needed basis

7. Participates in regular team and department meetings

8. Shares knowledge of policies, procedures, and technologies with team to increase department efficiency

9. Promotes effective work practices, works as a team member, and shows respect for co-workers

Position Specifications

Education

- Bachelor's degree or equivalent required

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Work Experience

- A minimum of three years' relevant experience required
- Experience in a law firm or professional services organization profiling matters, or working as a Paralegal preferred
- Experience with marketing databases, market/company research, and project management preferred
- Relevant experience working with legal markets in the US, Europe, Middle East, and Asia preferred

Knowledge, Skills & Abilities

- Well-developed and professional interpersonal skills; ability to interact effectively with people at all organizational levels of the firm
- Ability to work in a team environment with a customer-service focus
- Ability to handle confidential and sensitive information with the appropriate discretion
- Organization skills needed to manage time well, prioritize effectively, and handle multiple deadlines
- Ability to quickly grasp and summarize complex transactions and cases, with strong writing skills and attentiveness to detail
- Ability to train colleagues on using computer applications or databases
- Excellent communication skills, both written and oral
- Strong attention to detail and high level of accuracy in data entry
- Advanced knowledge in PC applications, including presentation, word processing, database, and spreadsheet software

Additional Requirements

- Occasional travel may be required

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.