

Business Development Manager – Finance and Tax

PeopleSoft Job Code / Title:	1013 / Business Development Manager
Department / Subdepartment:	Business Development
Organizational Relationship:	Reports to the Business Development Manager II or above
FLSA Status:	Exempt
UCM Level:	4 - Manager
Last Updated:	January 23, 2025

General Summary:

The Business Development (BD) Manager supports the firm by using their marketing and business development experience, combined with their understanding of the competitive market landscape, and knowledge of the internal workings of Latham to contribute to the strategic planning and implementation of the goals and objectives of the Finance and Tax departments.

The Manager works in close partnership with their assigned group and colleagues across the BD department to develop and support the execution of the strategic plan for the group, in addition to supporting overall business development goals. The Manager will be expected to collaborate with attorneys, BD colleagues, and various departments across the firm.

Essential Duties and Responsibilities:

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

Practice, Market, and Client Development:

1. Build strong relationships with the partners, counsel, and associates in the office to establish a role as trusted advisor;
2. Develop a comprehensive understanding of our Finance and Tax departments and their clients in order to drive strategic priorities, including client engagement and relationship building;
3. Provide research, analysis, and reporting to support the identification and development of new clients and the enhancement of existing client relationships;
4. Work with partners to shape and execute their personal business development plans, while ensuring alignment with the strategy of the groups;
5. Play an active role in the integration of lateral partners and the development of junior partners;

Strategic Planning:

1. Support the implementation of business development tactics and initiatives in alignment with the strategic objectives of the Finance and Tax departments, markets, relevant industry sectors, and/or clients as assigned;
2. Aid in the execution of cross-selling strategies, including collaborating with relevant BD teams;
3. Coordinate the research of markets, competition, and client targets conflicts for the department and practice groups to drive strategy.

Marketing Communications and Client Programs:

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1. Collaborate with lawyers, BD and Brand & Communications teams on speaking opportunities, seminars and sponsorships, webinars, and other visibility initiatives;
2. Develop internal communications to inform relevant practice and industry groups of significant achievements, developments, and market synergies;
3. Assist with the creation and maintenance of written marketing materials and web site content, including practice profiles and relevant experience lists;
4. Project manage and draft submissions for legal directories and related industry guides;
5. Maintain currency of marketing and BD documents and website content.

General Responsibilities:

1. Complete special projects as assigned;
2. Promote effective work practices, work as a team member, and show respect for co-workers;
3. Act as a liaison between global and local department leadership and relevant BD teams.

Position Specifications

Education

- Bachelor's degree or equivalent required

Work Experience

- A minimum of five years' progressively responsible business development and marketing experience in legal/professional services required

Knowledge, Skills & Abilities

- Knowledge of core marketing principals including internal communications, public relations, seminar/event planning, branding, market research, competitive intelligence, credentials and directory submission preparation
- Excellent leadership skills (i.e., organizing, planning, problem-solving and decision-making) necessary for effective management
- 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
- Excellent communication skills, both written and oral
- Ability to handle confidential and sensitive information with the appropriate discretion
- Ability to perceive and analyze problems, and a make or recommend sound decisions
- Organizational skills needed to manage time well, prioritize effectively, and handle multiple deadlines
- Strong analytical skills, including synthesizing and presenting research data to attorneys and BD Department management
- Ability to undertake large, long-term projects, develop alternative methods to complete them, and implement solutions
- Knowledge of Foundation
- Advanced knowledge and proficiency in PC applications, specifically PowerPoint, Microsoft Word and Excel

Physical Demands

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

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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.