

Business Development Manager – Practice/Industry

PeopleSoft Job Code / Title: 1013 / Business Development Manager
Facebook Title:
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 8, 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 their assigned practice and/or industry group.

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.

1. Leverages in-depth knowledge of practice and industry expertise, client mix, matter experience, trade groups, and media to provide strategic guidance to department and practice leadership, BD team members, and regional BD teams.
2. Advises and supports department and practice group leadership, and BD teams to identify, develop new, and enhance existing client relationships, which may include providing research, analysis, and reporting to support the identification and development of new clients and the enhancement of existing client relationships
3. Assists department and practice group leadership through the assigned BD team with the management of client retention and cross-selling programs
4. Outlines the overall strategies, goals, metrics and objectives in support of practice(s), relevant industries, and/or client(s) as assigned
5. Creates and oversees plans, programs, and budgets as approved by the senior manager
6. Identifies unique or compelling thought leadership opportunities (i.e. client alerts/publications, webcasts/seminars, etc.), communicates these opportunities to relevant lawyers, BD team members, and oversees implementation and execution as necessary
7. Coordinates with the Brand & Communications team to ensure BD and public relations efforts are complementary; ensures that significant matters are publicized internally and externally in accordance with the firm’s public relations policy and resources
8. Oversees maintenance and currency of all marketing and BD forms/documents and web site content, including practice profiles and relevant experience lists, and identifies new opportunities

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for content based on market/client needs

9. Develops systematic and strategic approach for disseminating passes to practice groups sponsoring conferences/organizations
10. Acts as liaison between the global and local department leadership and relevant BD teams
11. Completes special projects as assigned
12. Promotes effective work practices, works as a team member, and shows respect for co-workers

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 RFP response 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 InterAction and Content Pilot
- 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.

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.

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