

Business Development Senior Specialist

Department / Subdepartment: Business Development
Organizational Relationship: Reports to the Business Development Senior Manager
FLSA Status: Exempt
Last Updated: February 4, 2025

General Summary:

The Business Development Senior Specialist works in close collaboration with key market leaders and colleagues across the Business Development (BD) department to support practice areas and related industry groups to achieve their strategic marketing and business development goals. They collaborate with BD colleagues, lawyers, and various departments across the firm to execute responsibilities.

Essential Duties and Responsibilities:

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

1. Develops and maintains in-depth knowledge of practice, market, and industry expertise, client mix, matter experience, trade groups, and media, and uses this to develop and execute strategic business development and marketing plans
2. Provides research, analysis, and reporting to support the identification and development of new clients and the enhancement of existing client relationships
3. Aids in the execution of cross-selling strategies, including collaborating with relevant BD teams
4. Collaborates with lawyers, BD, and Brand & Communications teams on speaking opportunities, webinars and other visibility initiatives
5. Develops internal communications to inform relevant practice and industry groups of significant achievements, developments, and market synergies
6. Assists with the creation and maintenance of written marketing materials and website content, including practice profiles and relevant experience lists
7. Works alongside the events team to guide target client list and agenda for strategic events, informed by specialist knowledge of practice group objectives
8. Manages the integration of lateral partners, ensuring their practice and clients integrate seamlessly into the firm platform, maximizing retention and growth for their client list
9. Manages projects and drafts submissions for legal directories and related industry guides
10. Supports the execution of practice group meetings and retreats
11. Helps practice group leaders manage relevant business development budgets
12. Promotes effective work practices, works as a team member, and shows respect for co-workers

Position Specifications

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Education

- High school diploma or equivalent required
- Bachelor's degree or equivalent in finance, business administration, economics, marketing, or a related field preferred

Work Experience

- A minimum of four years' cumulative experience required
- A minimum of three years' related subject matter experience and related analytical experience required

Knowledge, Skills & Abilities

- Ability to handle confidential and sensitive information with the appropriate discretion
- Ability to execute multiple work streams and manage priorities effectively
- Exceptional verbal and written communication skills
- Well-developed analytical and research skills and the ability to comprehend and communicate data
- Strong PowerPoint, Excel, and Microsoft Office skills
- Ability to collaborate with a positive, high-energy attitude
- Ability to continue learning and continuously develop professionally
- Ability to act as a strategic adviser to the partnership and BD department
- Ability to act proactively as an expert in capital markets, as well as support practices including public company representation, mergers & acquisition, and private equity
- Professional interpersonal skills to interact effectively with people at all organizational levels of the firm
- Ability to apply understanding and judgement to recommend sound solutions

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.