

Forward thinking
Straight talking



***Senior Marketing &
Business Development
Executive***

JOB SPECIFICATION

Gateley /

POSITION:	Senior Marketing & Business Development Executive
LOCATION:	Birmingham, Manchester, Leeds, London or Nottingham
CONTRACT TYPE:	Permanent

The *role*

Reporting to the Senior New Business Manager (“SNBM”) and drawing on the expertise of the wider Marketing team, the Senior Marketing and BD Executive for the Corporate Platform supports the delivery of new business campaigns across the Corporate Platform which comprises Gateley Legal teams (Corporate, Tax, Banking, Restructuring) and the Gateley Global inward investment consultancy team.

The role holder will work collaboratively with the SNBM to deliver proactive business development support through the identification, delivery and follow up of new business campaigns designed to drive opportunities through the marketing funnel which support client acquisition and revenue generation initiatives.

The Senior Marketing and BD Executive will work with the fee earners to encourage cross unit collaboration and cross selling between the units, spotting any synergies within the business plans.

This is a collaborative role which requires the role holder to build strong, proactive relationships with stakeholders across the Corporate platform across all offices and positive working relationships with the wider Marketing team who will be integral to the success of this role.

Key Responsibilities:

- Adopt a growth mind-set to identify opportunities to support the Corporate Platform in the delivery of its growth objectives.
- Plan, deliver and lead incisive and value-added new business campaigns to the Corporate Platform which raise awareness, drive opportunity and win work.
- Encourage, and where possible, facilitate cross selling with the wider Gateley group through collaboration with other New Business colleagues.
- Create credentials, case studies, capability statements, testimonials and other impactful and engaging client collateral for use in client acquisition activities, working closely with the Bid Manager for the Corporate platform.
- Work with the SNBM to design and then delivery an intermediary account management programme which tracks reciprocity/ touchpoints and ROI.
- Monitor and evaluate the success of business development initiatives, providing insights and feedback to the SNBM.
- Develop relationships with key referral networks and industry/sector bodies to identify new opportunities.
- Assist with the awards and submission process, working closely with the SNBM to produce high quality submissions.
- Line manage New Business Apprentice, as and when appointed.
- To be aware of and comply with the company’s policies and procedures

The *team*

With 60 people within our Marketing and Front of House teams, we support on all aspects of marketing and business development across Gateley including internal and external communications, bids and sales, client development, events, digital and marketing projects. Winners of the 2020 Excellence in Sales and Marketing Award at the Greater Birmingham Chamber of Commerce Awards and shortlisted in the 2022 Best Marketing Campaign Award at the Managing Partners Forum Awards, the Marketing team at Gateley has more than doubled in size in five years, reflecting the investment that the business has made in attracting and retaining exceptional marketing talent.

We would be looking for someone who is comfortable with balancing a hybrid role with 2-3 days in our Gateley hub offices: Manchester, Nottingham, London, Birmingham, or Leeds. As a team we innovate, collaborate, and optimise by coming together in our Birmingham headquarters so, if your office base is not Birmingham, you must be comfortable travelling to HQ on a weekly basis. We have a fantastic internal travel booking team and any travel to offices, other than your base office, is fully funded by the business.

We continue to develop and evolve our proposition and are looking for individuals with a 'can do' mentality to join the team.

The *person*

The role is suitable for those with experience of working in a legal or professional services environment.

Candidates must be able to demonstrate the following skills:

- Demonstrable experience in a similar role, specifically in regard to BD experience
- Proactive attitude
- Strong personal organisation skills
- Fastidious attention to detail • Ability to prioritise own workload
- Work well under pressure
- Positive attitude, self-motivated and capable of taking ownership of tasks
- Good communication (both written and spoken) and interpersonal skills
- Working within a team in a collaborative way

This job description is not an exhaustive list due to the requirements of the role. Therefore, the job holder may be required from time to time to carry out other ad hoc tasks as requested by Marketing.

The *benefits*

With support, coaching and feedback from some of the most engaging colleagues around our great development and progression opportunities will reward your commitment and loyalty. We offer a competitive remuneration package where you'll be rewarded for your individual performance with an opportunity to receive an annual bonus.

In addition, we have a wide range of learning and development opportunities via our Learn platform to develop new skills and progress your career. Our My Flex comprehensive rewards package includes options covering

annual leave (and the benefit of purchasing extra days), cycle to work, critical illness benefit, employee assistance programme, group personal pension, health care, season ticket loan and many more benefits (grade dependent). Finally, with Perks At Work/Home you can select a host of retail benefits that suit your needs alongside a Community Online Academy, free courses for all from fitness to coding to languages to hip hop dance.

We are *Gateley*

We are forward thinking and straight talking, our approach is to find solutions to the problems that our clients face. Gateley is a legal and professional services group, we are a group of formidable experts in all areas of law and business. Passionate problem solvers, we get our kicks from finding the right answers and getting our legal and business clients where they need to be. We support more than 5,700 active clients, ranging from FTSE 100 companies to private individuals, in the UK and beyond. Being part of Gateley is not just about the expertise that you bring; it's about attitude too.

The 'Gateley Story' is the story of our people and our culture. It is what has got us to where we are today as a successful business and it's the driving force behind the Gateley Team Spirit and the values that have shaped it. We have a set of shared internal values that capture what the Gateley Team Spirit is and this includes five elements that bind us all together as one Gateley: Ambitious for Success, Forward Thinking, Room to Breathe, Trusted to Do and Working Together. Every year across the group, we recognise members of our team that have gone and above and beyond and have lived these shared values. They are recognised at our annual Gateley Team Spirit awards.

Diversity, inclusion and well being

Diversity, inclusion and well being is an important part of Gateley's culture and values. We recruit talented people from a diverse range of backgrounds and cultures, providing equal opportunities for all to join our team regardless of age, sex, race, sexual orientation, disability, or culture.

We create an exciting and rewarding place to work that aims to fulfil everyone's potential and together to achieve personal and business goals. We offer flexible working patterns to help our staff achieve a good work/life balance and we encourage candidates seeking flexibility in their next role to apply for any of our vacancies.

We are proud to have been recognised by The Law Society as gold standard for our Diversity and Inclusion Charter and to be Stonewall Diversity Champions.

Additional Information

If you are successful in receiving an offer of a role with our company a variety of pre-employment screening checks will be completed. Our screening checks can include but are not limited to your eligibility to work, professional and academic qualifications, any criminal records, your financial stability and references from previous employers. The screening that takes place will be relevant to your role and will vary from role to role.



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