

## **Marketing and Business Development Manager (Fixed-term contract to cover maternity leave)**

### **The role**

The primary purpose of the role is to assist the business development director and legal teams to build relationships with existing and potential clients and also manage the firm's market profile to win new, profitable business.

So who are we looking for? We want someone who is commercially focussed, with a sound understanding of the business environment within the North East, and has a good knowledge of marketing/business development processes, ideally in a professional services environment. The successful candidate will be educated to degree level and have a track record of representing an organisation, including working with the media and public speaking, excellent writing, communication and project management skills and the ability to work cross-functionally across different teams within the business.

### **Our Team**

Our highly respected Business Development Team plays an integral role in the future growth of our successful business. Our team gets involved in a wide range of business development and marketing activities and we are responsible for helping to strategically position and develop the Muckle brand.

### **Local advice, national reputation**

From our office in Newcastle upon Tyne, we have been providing legal services to businesses in the North East for over 100 years, as well as acting for many regional, national and international clients. With 152 people, including 33 partners and 61 lawyers/paralegals, working together in one open plan office, we are all dedicated to one clear goal: providing clients with the best advice and service we possibly can.

### **Award winning advice**

Our proven track record as a law firm and regional business has been recognised both locally and nationally.

- Legal 500 UK and Chambers and Partners (independent legal directories) currently rank us top in the region for corporate and commercial, legal advice as well as many other sectors and services.
- We won Corporate Law Firm of the Year at the latest Insider North East Dealmakers Awards, for the eighth time in 12 years, and have been shortlisted in nine categories at this year's upcoming awards.
- We won Property Law Firm of the Year at the Insider North East Property Awards in 2017 and 2019.
- We were voted 6th Best Place to Work in the North East at the Journal's awards in 2019 and have won numerous awards for our community work.

### **Our people**

Our people are the foundation of our business, and everything we do is underpinned by our four core values:

- Trust – we trust each other to do the right thing
- Teamwork – we are one team and work selflessly for each other
- Responsibility – we are self-starters and take responsibility for how we work together and communicate
- Care – we care about our people, clients and community

It means, no matter who you speak to, we provide the same excellent service from people who do what they say, on time and on budget, every time. That's the Muckle way.

**We want you**

We look for people who are proactive and self starters, with strong technical ability, excellent people skills and good commercial awareness. We place emphasis on being a strong team player.

At Muckle LLP, we want everyone to understand how our business is run and we encourage all of our people to get involved. We are proud of the communities in which we live and work and giving something back (time, experience, support and money) matters to us hugely. This is, therefore, an excellent opportunity for someone looking to work in a friendly, open environment who wants to expand and develop their career in a forward thinking, commercial law firm.

If you are interested in applying for the above role, please email your CV together with an introductory letter outlining your salary and full/part time availability to [recruitment@muckle-llp.com](mailto:recruitment@muckle-llp.com).

## Job Description

**Job Title:** Marketing and Business Development Manager  
(interim Mat Cover)

**Team:** Business Development

**Reports to:** Director of Business Development

**Date:** October 2019



### Purpose of Job:

To help legal teams develop business, build relationships with existing and potential clients and also help manage the firm's market profile to win new, profitable business.

Specifically this will include managing and co-ordinating the creation and delivery of tenders/proposals, emarketing and events communications, social media and website to continually portray and build our brand, culture and capabilities.

Lead the planning and delivery of special projects which help develop new business and drive growth/innovation.

### Main Activities:

- Create and execute targeted marketing campaigns designed to raise our profile and win new business in specific areas.
- Manage the production of client communications from concept through to distribution.
- Learn from all results/analytics to improve communications and engagement.
- Proactively seek out PR stories for creation by our team for maximum coverage
- Manage our social media channels, content and training to maximise engagement and improve reach.
- Work with the events team on the delivery of a range of events which enhance the firm's reputation and standing.
- Provide insightful research on companies and industries.
- Manage, maintain and review the firm website to ensure it constantly reflects our brand, key messages and latest updates.
- Work with our legal teams to develop team/sector strategy and develop key client relationships.
- Identify and organise networking and profile raising opportunities for the lawyers with clients and prospects.
- Identify training needs for the lawyers on skills such as pitching and sales.
- Support the BD Director and Copywriter on coordinating and writing work winning tenders/proposals and pitches. Help prepare pitch documents, manage rehearsals for new business pitches and perform pitch debriefs.
- Continuously seek to improve our brand and develop personal effectiveness.
- Being a strong team worker who is comfortable working with people at all levels of a professional organisation.

### Knowledge / Skills / Experience:

- Degree level education, ideally in a relevant subject (business, marketing or public relations).
- Knowledge of marketing / BD processes for professional services desirable.
- A sound understanding of new business processes, CRM and the emerging technologies that will help us win and retain legal work.
- Broad-based business experience, including external affairs, marketing and communications.
- A good understanding of the business environment within the North East.

- A strong personal network within the North East.
- Personal gravitas, combined with excellent communication skills.
- A track record of representing an organisation, including working with the media and public speaking.
- Ability to work cross-functionally across the business for different teams.
- Excellent writing skills, communication and project management skills.
- You will be expected to have strong probing, consultative listening skills coupled with the ability to negotiate and persuade legal and client personnel.
- Excellent brand understand and interpretation.
- Copy/bid/proposal writing desirable.
- Planning, organisation and time management skills.
- Able to influence people at all levels and receive and assimilate critical feedback.
- Able to multi-task in a fast paced environment while functioning as a member of a highly collaborative team.
- Solid understanding of digital communications and media channels essential.
- High level of literacy in IT and marketing systems - Excel, Word and Outlook is essential; experience of CRM and design software would be beneficial.
- Ability to work under pressure.
- Deadline-Oriented, Process Improvement, Coordination, Strategic Planning, Market Knowledge.
- a valid UK driving licence is desirable.



**Trust**



**Teamwork**



**Responsibility**



**Care**

## **Our Values & Behaviours**

### **Trust**

#### **We trust each other to do the right thing**

- Respect and treat each other fairly
- Be honest, open and transparent
- Be yourself and empower others to do what they do well
- Value and recognise each other

### **Teamwork**

#### **We are one team and work selflessly for each other**

- Be aware of your impact on others
- Be clear about what you expect from others
- Plan, organise and prioritise your time
- Coach others to be their best
- Support and delegate to others
- Work hard for the collective, not for individual gain

### **Responsibility**

#### **We are self-starters and take responsibility for how we work together and communicate**

- Be positive and enthusiastic
- Communicate – listen, ask questions and share knowledge
- Embrace feedback
- Challenge ourselves and others to deliver success
- Have great conversations, including the difficult ones

### **Care**

#### **We care about our people, clients and community**

- Help and look out for each other
- Understand, support and learn from each other
- Be proactive and make a difference
- Be kind to yourself and others

#### **Additional notes or information:**

The duties and responsibilities in this job description are not exhaustive.



the **muckle** way

# the **why**?

## **Which way is North?**

The Muckle Way is all about setting our compass. Making sure we all know why we need to pull in the same direction and what we need to do to achieve our vision.

## OUR VISION

To be the North East law firm of choice for businesses and organisations. To remain independent employing the best people in the market who are leaders in their field.

## OUR PURPOSE

To provide the best advice and service we possibly can, profitably.

## OUR STRATEGY

**Independence** – we celebrate our North East roots and are free to choose who we are and how we work.

**Geographical reach** – the North East is our heartland, but we look after clients across the UK and beyond.

**Culture & people** – we are one of the North East's best places to work, filled with exceptional people working as one team.

**Our community** – we care deeply about the North East's communities, businesses, people and environment.

## LEADING THE WAY

It's our directors' and partners' responsibility to lead the way. They will:

**Set direction** – clearly outlining what we want to achieve as a business.

**Drive focus** – making clear and timely decisions on things that matter.

**Live our values** – lead by example, practically demonstrating our values and behaviours.

**Build trust** – support a working environment that nurtures trust and belonging.

**Recognise success** – recognise that success is defined not only by 'what' we do, but 'how' we do it.



**how** we work

# our values & behaviours



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# what we deliver our service

## WE ARE REAL PEOPLE

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TEAMWORK is important to us, but the success of our team is dependent upon the individuals within it. Whilst our service should be delivered consistently, we encourage our people to develop and use their individual style to build TRUST.

- › Use plain English
- › Avoid using jargon or exclusive language
- › Reflect our standards and house style
- › Make things happen, don't sit back

## WHO BUILD STRONG RELATIONSHIPS

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We are commercial, practical and adapt to the collective needs of our clients, our communities and our people. We take RESPONSIBILITY for having great conversations that build strong, lasting and profitable relationships.

- › Think commercially and look for opportunities that will enable us to drive profit and growth
- › Proactively make new connections and get to know existing contacts better
- › Cross-sell and spot opportunities for clients and colleagues

## WE DO WHAT WE SAY

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We clearly outline what we're going to do right from the start of a piece of work. If the unexpected happens, we're upfront and explain how the changes affect our work as soon as we can. It's all about taking RESPONSIBILITY for keeping our promises.

- › Understand, agree and meet expectations
- › Identify potential problems and risks early
- › Understand our risk management procedures
- › Keep finances in order

## ON TIME, IN BUDGET

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We outline when people can expect work to be completed and estimate how much it will cost. We also take RESPONSIBILITY for making sure work gets done on time and clients don't pay more than they've agreed.

- › Make profitable decisions
- › Respond to queries quickly
- › Outline how changes affect time and costs
- › Bill clients promptly with no nasty surprises

## WITH EXCELLENCE, EVERY TIME

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Technical excellence is what's expected of us. From our support teams to our solicitors we want everyone to aspire to the highest level possible. We CARE about quality and always seek to improve.

- › Deliver technical excellence always
- › Develop your own knowledge
- › Comply with SRA rules
- › Always ask 'what could we do better?'



the **difference** we make  
our  
corporate  
responsibility

It may not be part of our service, but being a responsible business is very much part of The Muckle Way.

We engage in our CSR activities because we care deeply about supporting the North East Communities in which our people, their families and their friends live and work - it is simply the right thing to do.

We don't restrict our support to the North East, but it is where we think we can collectively make the biggest difference, and there are lots of ways you can help.

**Give money** – through our grant giving and match funding facilities

**Give time** - through your 2 days annual volunteering leave

**Give expertise** – with free legal advice and professional services

**Think green** – live and work as environmentally friendly as you can

**Promote** – share how you support communities to encourage others

**Have fun** – choose to give back in a way you personally enjoy



## Invest

In our people,  
our clients and  
our communities,  
whilst retaining  
our independence



Engaged  
People

Our  
**success**



Engaged  
Clients



Profit and  
Growth



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