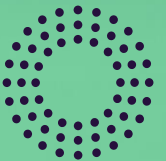


HOWARD KENNEDY



# SPACE TO BE EXTRAORDINARY

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# Welcome message

## At Howard Kennedy you have the space to be extraordinary.

Rewarding work with great clients and exceptional colleagues. Plenty of responsibility and the chance to make a real difference in an agile, growing firm. For the right person, Howard Kennedy is a place to actively develop your business practice.

Whether you are an ambitious and talented individual wanting to hit the ground running from day one, or an established professional looking for a new opportunity, Howard Kennedy is the firm where you can really make it happen.

The firm has earned a strong reputation for its exceptional and uniquely talented people who between them deliver outstanding results for clients. In a firm of our size, our strong team dynamic creates a thriving culture of creativity and entrepreneurialism. Howard Kennedy is a pragmatic and non-hierarchical environment where success is shared, and you are proactively encouraged to thrive at your own pace.

Our distinctive culture, built on fairness and respect. Guided by the firm's values of talk straight, think smart and be yourself, everyone in the firm holds equal value, and everyone plays their role in supporting, encouraging and inspiring colleagues to do their best work.

At the same time, Howard Kennedy recognises and rewards individualism, celebrating the diversity of its people and supporting them to grow their practice and drive their own career advancement.

As well as client work, there is opportunity to broaden your horizons at the firm with fulfilling pro bono and charity projects. And we have a regular social calendar full of wellbeing activities, charitable and social events too.

**Craig Emden**

Managing Partner

[Craig.Emden@howardkennedy.com](mailto:Craig.Emden@howardkennedy.com)

## About us

We are a London based, full-service law firm, specialising in providing straightforward advice on domestic and international matters. With almost 200 lawyers in one location, we ensure our clients have the right team to help them get from where they are to where they want to be. We advise major corporates and institutions as well as entrepreneurial, ambitious enterprises which are often privately or family owned, or private equity backed. As well as our significant business law capability, we are one of only a few London-based law firms with a large private wealth offering. Our clients find our straightforward approach a compelling alternative to larger, less personal firms.

## Our Values

Our values act as a built-in compass, guiding us in the way we behave, the things we say and the decisions we make.

Talk Straight

Think Smart

Be Yourself



# Howard Kennedy at a glance

We have almost 200 lawyers operating out of a single London office so we can be agile and responsive in our decision making and more collaborative in our working style.

At least a quarter of our revenue comes from outside the UK. Our clients' needs often have an international component and the requirement is growing.



500+

People

25%

International work

195+

Lawyers

70+

Countries

60+

Partners

2

International legal networks

## SECTORS AND SERVICES

We are a full-service firm organised into 17 legal service teams and a focus on seven key sectors.

- Energy
- Investment Funds
- Media & Entertainment
- Private Wealth
- Real Estate
- Retail & Leisure
- Sport

64.9m

2022/2023 revenue

# Why Howard Kennedy?

## TRAINING AND DEVELOPMENT

At Howard Kennedy you have all the space you need to be yourself, while working with some of the most brilliant minds who will inspire, challenge and support you every day. During your time with us, we will nurture you as you grow your career. We recognise that everyone's goals are different, and so we want you to develop your career.

There are established career frameworks in place for both lawyers and support services. We also run a top talent programme for all employees. These are designed to enable our top performers to achieve their potential and ensure succession for key roles within the firm.

## RESPONSIBLE BUSINESS

All businesses impact the world in which they operate in some way. While we have been undertaking a range of initiatives to encourage the positive and reduce the negative impact of everything we do for some time, we have recently formalised our approach. This was achieved through engaging with both internal and external stakeholders.

## WELLBEING

The wellbeing of every employee at Howard Kennedy is important to us and the future of our business. The health needs of our people are supported through employer-funded private medical insurance, the Employee Assistance Programme, Occupational Health support and access to a 24/7 virtual GP service. We also offer free and confidential counselling for anyone that needs it.





# The Role

## Business Development Manager, Private Wealth and Sport

The firm has developed a three-year business plan which will see it grow to around £80 million revenue, including through the recruitment of a number of new partners. While growth is planned in each of the firm's practices, Private Wealth is a key component of our firm and our growth in this area requires the support of a strong and effective business development programme.

As such we have an exciting requirement for a Business Development Manager (BDM) to provide senior level support for our Private Wealth sector group as well as the firm's Sport sector group. You will have a proactive approach to your work and have strong influencing skills in order to advise effectively at this level.

This Private Wealth element of the role extends beyond simply supporting the Private Client & Family department and includes supporting our initiatives aimed at servicing the legal needs of individuals, families, business owners, trustees and family offices.

Our Sports group seeks to engage with individual sports people, agents, clubs and sports businesses. There is of course considerable cross-over in both audiences, and we estimate that the split of the role is around 75% private wealth and 25% sport sector.





## The Role

The role will involve building close working relationships, particularly with partners, to develop and implement the groups' BD strategies and objectives.

In addition to leading on the BD activities of these groups, the role will also provide support and be required to lead on agreed firmwide BD projects, such as managing key intermediary relationships, improving our pitch and tender processes, and cross-firm targeting initiatives. These will be agreed following further discussion with the Head of Clients & Markets and BD & Marketing Director.

The role sits within the Business Development & Marketing team, but obviously works very closely with partners and lawyers involved in the groups they support. They will have line management responsibility for one BD Assistant and will work closely with other members of the 20 strong team who provide BD, marketing communications, digital, CRM and events support.

## Main Responsibilities

- Providing strategic and advisory support to develop robust annual BD plans (objectives, tactics and budgets) for both Private Wealth and Sport. Including possible identification of new areas for the sectors to exploit.
- Identifying opportunities for profitable growth via cross-selling and new business initiatives e.g. exploring and developing relationships with key referrer organisations and individuals willing and able to introduce clients that meet our selection criteria.
- Focusing on building the firm's profile and brand in key markets in the development of targeted and well executed thought leadership ideas, campaigns, PR, award/directory submissions and events, measuring ROI.
- Providing support for responses to tender, ad-hoc pitching and provision of high-quality credentials, presentations and promotional collateral as part of the sales process.

# Main Responsibilities

- Development of strong effective credible relationships with Partners and practice/sector group based on knowledge of the Firm, the wider practices/sectors and markets.
- Strengthening the business development and marketing capabilities by providing a coaching resource to Partners to help them focus on the right opportunities, develop their marketing and selling skills in order develop their creativity and facilitate their strategy to the implementation phase.
- Attending industry events, conferences, and networking functions to establish the firm's presence and promote the brands visibility and opportunities.

## Contributing to BD

- Enhancing the reputation of the BD team within the Firm for its professionalism and for the strategic and distinctive value it provides.
- Defining and assisting in the development of the wider marketing and business development plan for cross-firm initiatives.
- Assisting the Head of Clients & Markets and BD & Marketing Director in leading agreed cross-firm projects.
- Acting as a role model in the BD team.

## Leadership & Management

- Providing oversight and direction to the BD Assistant using coaching, mentoring and other development initiatives.
- Empowering the BD Assistant to take responsibility for their goals. Delegating tasks at the appropriate level and expecting accountability and regular feedback at all times.
- Maintaining transparent communication with all team members using department and team meetings, as well as regular one-to-ones.







## About you

The ideal candidate will demonstrate that they have:

- Credibility through a high level of knowledge, insight and understanding of the private wealth industry and ideally the sport sector and with existing contacts and industry networks (possibly developed through having been a practitioner in law, accountancy or wealth management, but have now chosen to do BD)
- The confidence and gravitas to attend relevant industry conferences and events either in support of another partner or lawyer, or on their own behalf.
- Strong BD credentials with a focus on the Private Wealth sector e.g. experience of targeting high net worth individuals and investment management.
- The ability to bring new ideas to the table and to present these clearly to help persuade and influence across all levels of the business.
- Excellent communication, time and project management skills, including the ability to prioritise effectively and work well under pressure.
- Good writing skills, able to write persuasive and succinct prose.
- A track record in developing and coaching more junior colleagues.
- The ability to work as a team player who is analytical, tenacious, adaptable and self-motivated.



# Want to know more?

Our firm champions individualism and thrives on dynamic teamwork. We've built a strong reputation on the success of our exceptionally talented people - each of them bringing a unique set of strengths, skills and perspectives that when combined, lead to outstanding results for our clients.

However you want to progress your career, Howard Kennedy can help you make it happen.

Join us, and find your space to be extraordinary.

If you'd like to know more about this role please get in touch with the contact listed below.



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