

HOWARD KENNEDY



SPACE
TO BE
EXTRAORDINARY





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 and career.

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 is built on fairness and respect. Guided by the firm's values of 'Talk Straight, Think Smart, 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

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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.

We are a firm with ambitious plans. In the international arena, we have been a member of Meritas and Lawyers Associated Worldwide for many years working with a truly global range of clients across the Middle East and Israel, Africa, Asian subcontinent, Far East, Western Europe, and the US.

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?

LEARNING AND DEVELOPMENT

At Howard Kennedy you have 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. We will nurture you as you grow your career, while recognising that everyone's goals and aspirations are different.

There are established career frameworks in place for both lawyers and support services. Our talent development programmes are designed to enable our future leaders to achieve their potential and ensure succession for key roles. At the same time, development is available to everyone regardless of your aspiration.

RESPONSIBLE BUSINESS

Our responsible business strategy is designed to impact our society and world in which we operate. We focus on six strategic areas, People; Environment; Social Impact; Ethics and Supply Chain, Clients, which were designed through engagement with our people, clients and suppliers and have a comprehensive plan of delivery behind each one. We encourage our people to get involved.

WELLBEING

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



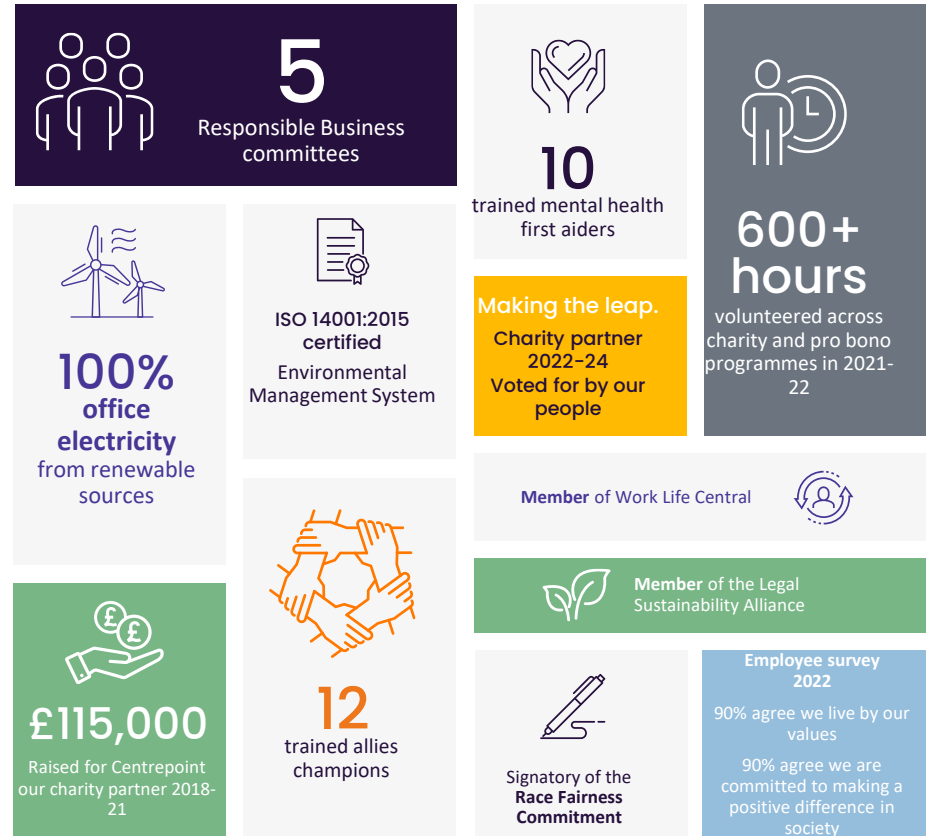
Responsible Business

Guided by our values, we're committed to inclusively and sustainably supporting our people, our clients, our communities, and the environment.

At Howard Kennedy, we take our responsibility to manage the impact we have on the world in which we operate, seriously. That's why responsible business is a core part of our business strategy. It's seen as essential in helping us achieve our vision to be a progressive, independent and profitable business

As a responsible business we focus on:

- **People:** Nurturing an inclusive, values-driven culture where everyone can be themselves, with their development and wellbeing at the centre.
- **Environment:** Working to reduce our environmental impact and promote environmental awareness and responsibility among our people.
- **Social Impact:** Promoting equality of opportunity and access to justice by sharing our time and skills through volunteering, fundraising and pro bono services.
- **Ethics:** Ensuring and maintaining the highest standards of professional integrity, operating ethically with clear and transparent governance.
- **Supply Chain:** Working with suppliers who are compliant, responsible and share the same values as we do.
- **Additional:** We're helping our clients to achieve their own Environmental, Social and Governance (ESG) ambitions offering support with a range of issues.



The Role

BD & Marketing Executive

This is an excellent opportunity for a BD & Marketing Executive to join our well respected Business Development team. Reporting to the Senior Business Development Manager (SBDM), you will support the Commercial Dispute Resolution, Business Crime & Regulatory, Restructuring & Insolvency and International Construction practices in their business development activities. The role covers the full mix of business development and marketing activities including: pitching, directory submissions, client targeting initiatives, budget management, events, social media, CRM and supporting on campaigns and content creation.





Main Responsibilities

Business as usual Business Development support

- Providing day to day BD and marketing support to the Commercial Dispute Resolution, Business Crime & Regulatory, Restructuring & Insolvency and International Construction practices.
- Assisting in the drafting and delivery of BD plans.
- Overseeing and monitoring business development budgets and expenditure.
- Providing meeting support, preparing agendas, circulating notes and action points. Following up as needed.
- Creating and manipulating reports in advance of GTM group meetings.
- Assisting with developing the monthly Board report.
- Using our CRM system to log pitches, maintaining and updating Dispute Resolution contact types, develop and maintain marketing lists and report on mailing and invitation stats.

Marketing Collateral and Pitching

- Preparing first drafts of pitches, capability statements, credentials documents and client presentations.
- Working with the SBDM on developing collateral and reviewing key messages as needed.
- Updating and maintaining the credentials database.

Events, Conferences and International Trips

- Leading on event planning and idea generation, ensuring events are in line with the department's BD objectives.
- Managing event logistics, liaising with the Senior Events Executive and the Catering and Hospitality team as required.
- Managing the invitation process, using Vuture and CRM as needed.
- Liaising with lawyers and third parties on content as necessary.
- Communicating with internal stakeholders and third-party suppliers as needed.
- Creating and managing the calendar of events and activities, ensuring that the team is aware.
- Maintaining awareness of early bird deadlines, ensuring tickets are purchased and travel organised in a timely manner to prevent unnecessary overspend.
- Managing the marketing strategy to maximise impact of events, conferences and international trips, working closely with the central MarComms team to execute marketing tactics and ensure all key channels are used.
- Proactively managing follow-up, ensuring the completion of trip / conference reports as necessary and reporting on / supporting lead generation.

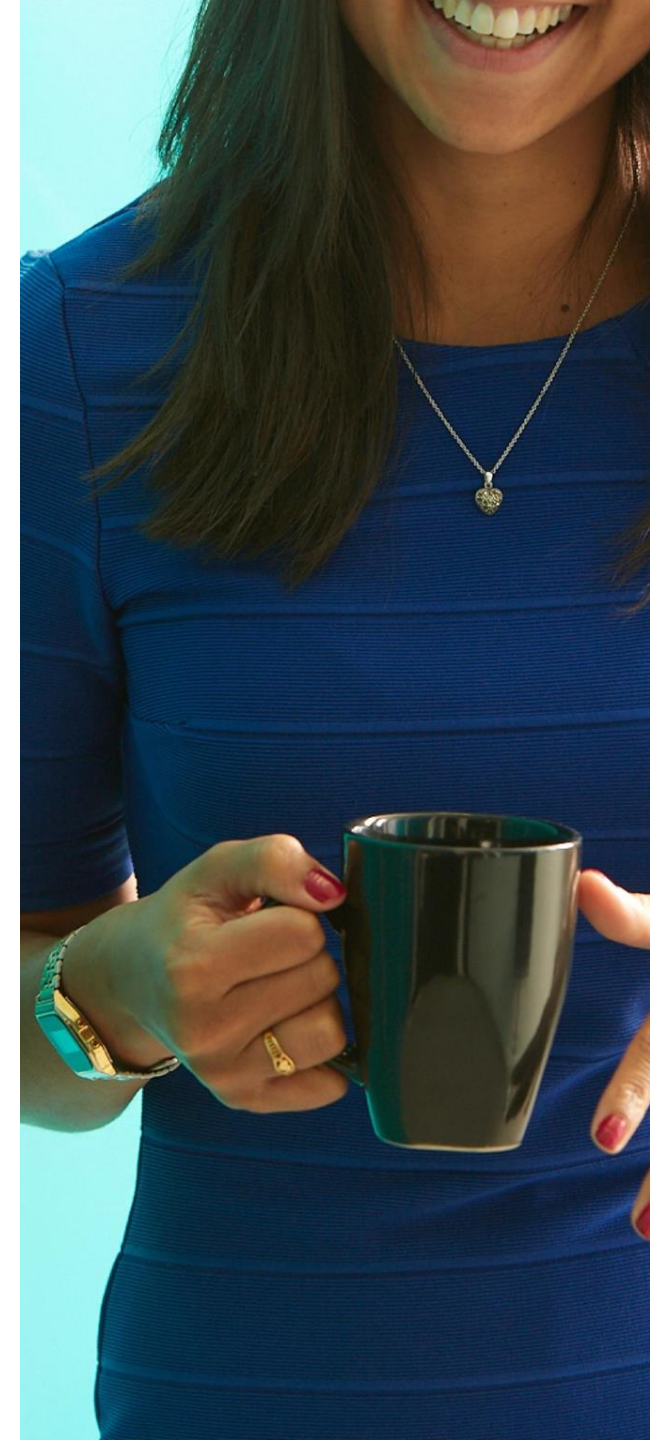
Main Responsibilities

PR, Content and Campaigns

- Supporting the development of departmental content and campaigns, providing ideas on topical news and issues.
- Regularly reviewing what competitors are doing in terms of key campaigns and initiatives and reporting back to the SBDM.
- Undertaking ad-hoc research requests related to legal topics, people, clients and prospects or markets. For example, competitor websites, LinkedIn searches, marketing opportunities such as sponsorships and internal CRM system searches.
- Working closely with the SBDM to develop a marketing strategy on key campaigns and liaising with the central MarComms team to execute marketing tactics and ensure all key channels are used to maximise impact.
- Providing advice to lawyers on how to raise their profile via social media, at speaking events and internally.
- Managing/monitoring the publishing process of Passles to ensure they are in line with BD strategy and maximise engagement / coverage. Report on statistics as required.
- Managing the process for delivering client-facing newsletters, supporting the lawyers to produce relevant legal updates, bulletins and blogs.
- Supporting the SBDM on PR strategy and liaising with the firm's PR agency in generating PR stories.

Directories and Awards

- Managing the annual directory submission process. Working with lawyers to draft and submit directories, regularly reviewing strategy to maximise opportunities to improve rankings.
- Supporting the lawyers with directory related interviews, including drafting interview prep notes.
- Monitoring the annual industry awards calendar and highlighting opportunities to make submissions. Supporting the SBDM in the creation of compelling award submissions.
- Managing the marketing strategy to maximise impact of any award short listings and successes, working closely with the central MarComms team to execute marketing tactics and ensuring all key channels are used.





About you

Ideally you will be able to demonstrate;

- Proven experience working in professional services, preferably within the legal sector.
- Experience working within Dispute Resolution.
- The ability to think strategically and commercially.
- Initiative and proactivity, being able to anticipate stakeholders needs.
- An analytical, tenacious and self-motivated approach to your work.
- Strong organisational skills.
- Strong interpersonal and communication skills (both verbal and written).
- Strong attention to detail.
- The ability to interact with and build relationships with individuals at all levels across the business.



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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