

HOWARD KENNEDY



SPACE TO BE EXTRAORDINARY





Welcome message

At Howard Kennedy you have the space to be extraordinary.

We are focused on delivering outcomes that matter for our clients and for our people. We are a London law firm trusted by clients in the UK and internationally to navigate complex transactions, high-stakes situations and critical decisions. Our approach combines insight, specialist expertise and a commercial focus – helping clients move forward with clarity and confidence.

Our strategy is clear. We are focused on where we can deliver the greatest value and impact – strengthening our core specialisms, deepening client relationships and continuing to build a firm that is known for excellence, insight and results.

For our people, that means high-quality work, real responsibility and the opportunity to contribute in an environment where individuals can develop and perform at their best.

We are building a firm with clear direction and ambition, while creating the environment for our people to grow with it.

James Stewart

Managing Partner

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About us

We are a London law firm creating lasting value and outcome for clients in the UK and internationally across our specialisms.

Trusted to navigate complex transactions and high-stakes situations, we combine deep insight, specialist expertise and a clear commercial approach to help clients move forward with confidence.

From our London-based office, we bring together the right expertise to deliver joined-up, high-quality advice – working in close partnership with clients to achieve outcomes that create lasting value.

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



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

Responsible business is integral to who we are and how we operate. We are committed to making a positive impact by embedding environmental, social and ethical considerations into everything we do. Our approach nurtures an inclusive, values-driven culture where our people can thrive, while reducing our environmental footprint and contributing to the communities we serve through volunteering, fundraising and pro bono work. We uphold high standards of integrity and work closely with like-minded suppliers and partners who share our values.

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

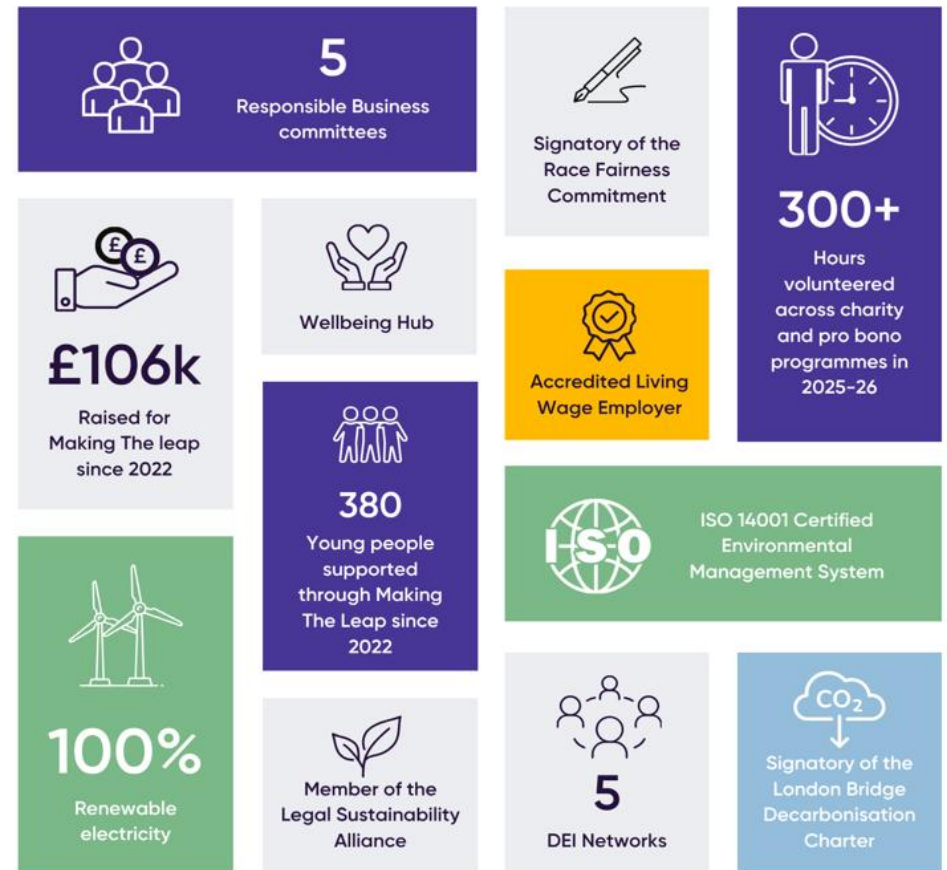
Guided by our values, we're committed to inclusively and sustainably supporting our people, our clients, our communities, and the environment.

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 and applied across our operations.

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.
- **Clients:** Helping our clients to achieve their own Environmental, Social and Governance (ESG) ambitions, offering support with a range of issues.

Learn more [here](#).



The Role

Senior BD & Marketing Systems Manager

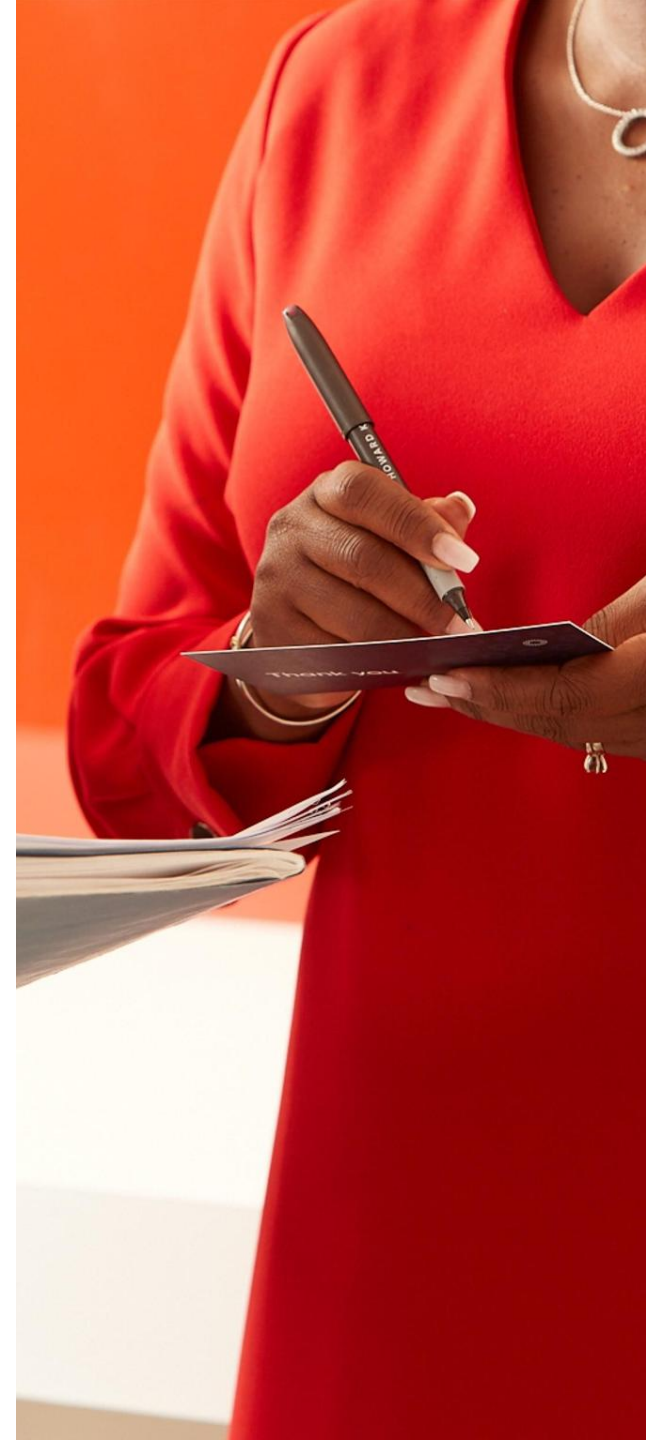
Job spec :

The Senior BD & Marketing Systems Manager is responsible for the technology, data and operational infrastructure that underpins the firm's Business Development and Marketing strategy.

Working in partnership with the Director of Business Development & Marketing and the Head of Marketing & Communications, the role will drive the continuous enhancement of systems, processes, reporting, project delivery and team operations.

As the operational and technology lead for the Business Development & Marketing function, the role will oversee CRM, marketing technology, data management, reporting, automation and AI solutions, ensuring they align with the firm's strategic objectives and deliver measurable improvements in efficiency, insight and business value.

The position also has line management responsibility for the Marketing Systems Assistant.





Main Responsibilities

BD & Marketing Technology & Systems Leadership

- Own and deliver the BD & Marketing technology roadmap.
- Act as product owner for the firm's core BD & Marketing systems, including CRM (Intapp Dealcloud), experience management (Intapp), pitching (QorusDocs), email marketing (Vuture) and related platforms.
- Drive system optimisation, adoption and continuous improvement across the firm.
- Manage vendor relationships, firmwide system integrations and technology-related projects.
- Work closely with IT and other business services teams to ensure technology solutions align with wider firm priorities.
- Identify opportunities to enhance efficiency, user experience and business performance through technology.

Data, Insight & Reporting

- Lead the development of dashboards, reporting and management information to support strategic decision-making.
- Improve visibility of business development performance, client growth initiatives, campaigns, key account management and pitching process.
- Establish consistent approaches to ROI measurement and performance tracking.
- Drive data governance, quality and reporting standards across BD & Marketing systems.
- Translate data and trends into clear recommendations and actionable insights for stakeholders.

Operations, Change & Firmwide Delivery

- Lead operational improvement initiatives across the BD & Marketing function.
- Deliver and coordinate strategic projects involving multiple stakeholders across the firm.
- Develop effective processes, workflows and governance to support high-quality delivery.
- Manage technology-related budgets, suppliers and procurement activity.
- Design and deliver training, guidance and support to maximise adoption of systems and processes.
- Lead change management activity associated with new technologies and processes.

Main Responsibilities

Leadership & Management

- Lead, coach and develop the CRM Assistant.
- Foster a culture of continuous improvement, collaboration and accountability.
- Build strong relationships with partners, business services leaders and external suppliers to support successful delivery of the firm's objectives.

AI, Automation & Innovation

- Work with IT and the firm's innovation teams to ensure effective adoption of emerging technologies.
- Develop and implement the BD & Marketing AI and automation roadmap.
- Identify and deliver practical opportunities to improve productivity, insight and service delivery through AI and automation.
- Establish best practice guidance, training and governance for AI-enabled solutions.
- Measure and demonstrate the value and impact of innovation initiatives.





About you

You will bring significant experience managing business development, marketing, CRM or business systems within a professional services environment, ideally within legal or wider professional services.

Ideally, you will be able to demonstrate:

- Experience leading CRM, marketing technology, data or business systems and acting as a business owner for key platforms.
- The ability to connect technology and operational improvements to wider business strategy and commercial objectives.
- A strong understanding of data, reporting, analytics and performance measurement.
- Experience delivering technology, process or change programmes, including stakeholder engagement, training and adoption.
- Strong project management and organisational skills, with the ability to manage multiple priorities and deliver through others.
- Excellent communication and influencing skills, with the confidence to work closely with partners and senior stakeholders.
- Commercial awareness and a focus on driving efficiency, effectiveness and return on investment.
- A genuine enthusiasm for AI, automation and emerging technologies, with the curiosity and drive to identify practical opportunities to improve efficiency, insight and business performance.(Previous hands-on AI implementation experience is not essential).
- A collaborative, proactive and solutions-focused approach.
- Experience coaching or developing colleagues in the effective use of systems, processes and technology.
- Degree-level education or a relevant professional qualification is desirable.



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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