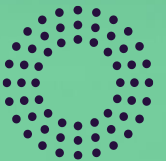


HOWARD KENNEDY



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

Chairman

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.

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

70+

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

74.4m

2023/2024 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.



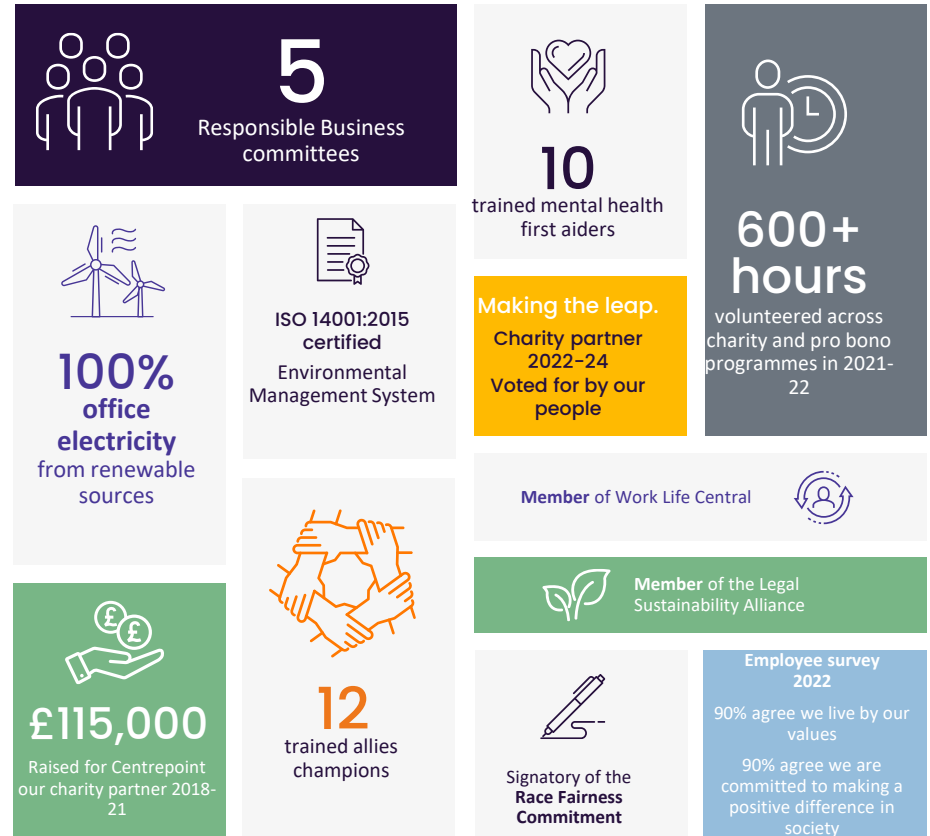
Responsible Business

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

Business Development Manager, Corporate

We have an exciting opportunity for a Business Development Manager (BDM) to provide strategic and advisory support to our Corporate Practice, while also driving the firmwide approach to the Retail & Leisure sector. The successful candidate will adopt a proactive and solutions-focused approach, demonstrating strong influencing skills to advise effectively at partner level and contribute to the firm's growth objectives.

The role will provide strategic and advisory business development support to shape the future direction of the Corporate Practice: Corporate Transaction Services, IP & Commercial and Employment & Immigration teams, ensuring these areas are positioned for growth and aligned with market opportunities. The role will deliver firmwide strategic and tactical support for the Retail & Leisure sector, driving sector-led initiatives, client engagement, and cross-practice collaboration to strengthen the firm's presence and reputation in this key market.

In addition to leading on the BD activities of these teams and sector, the role will also provide support and take responsibility for agreed firmwide BD projects. These may include initiatives such as managing key client relationships, improving pitch and tender processes, and driving cross-firm targeting strategies. The specific projects will be agreed as required following further discussion with the BD & Marketing Director.

The role sits within the Business Development & Marketing team but works very closely with the Corporate Practice and its three teams to ensure alignment on strategic priorities. It will have line management responsibility for one BD Assistant and will collaborate with other team members who provide expertise in business development, marketing communications, digital, and CRM support, ensuring a coordinated approach to delivering impactful initiatives across the firm.





Main Responsibilities

- Drive strategic business development for the three corporate practice teams (Corporate Transaction Services, IP & Commercial, and Employment & Immigration) by identifying growth opportunities, developing innovative initiatives, and presenting ideas to partners that not only support long-term practice development and market positioning, but also directly contribute to winning new clients and generating revenue.
- Lead the firmwide Retail & Leisure sector team in delivering strategically targeted, and well-executed initiatives, including thought leadership generation (such as an annual Retail report), sector-focused campaigns and events, and targeted growth strategies aimed at winning new clients and strengthening market position.
- Build strong, credible relationships with Partners and practice/sector groups by demonstrating deep knowledge of the firm and its specialisms. The ability to influence, negotiate, and persuade – having established trust and credibility – is essential to driving collaboration and securing buy-in for strategic initiatives.
- Develop robust annual BD plans and budgets for Corporate Practice and Retail & Leisure, incorporating the full spectrum of BD and marketing activities – such as events, conferences, thought leadership, and client development initiatives – while identifying new market opportunities with existing clients, intermediaries, and prospects to drive growth and strengthen relationships.
- Provide coaching to Partners and Associates to help them focus on the right opportunities, develop marketing and selling skills, and move strategies into implementation and personal BD plans.
- Lead and continuously improve the firm's approach to tenders, ad-hoc pitches, and credentials as part of the sales process, ensuring best practice is embedded to maximise win rates and overall success. Drive innovation in pitch strategy, messaging, and delivery to strengthen competitiveness and secure new business.

Main Responsibilities

Contributing to BD

- Enhance the reputation of the BD team within the firm for professionalism and strategic value.
- Define and help shape the firm's wider strategic specialisms by developing cross-firm initiatives, ensuring BD acts as the connector. Facilitate collaboration among BDMs to create a joined-up approach that maximises opportunities, drives cross-practice engagement, and supports the development of new client relationships.
- Support the BD & Marketing Director in leading agreed firmwide BD projects as required.

Leadership & Management

- Provide oversight and direction to the BD Assistant through coaching, mentoring, and development initiatives.
- Empower the BD Assistant to take responsibility for their goals; delegate tasks appropriately and maintain accountability.
- Maintain transparent communication through team meetings and one-to-ones.
- Take initiative to identify and address underperformance using appropriate channels.





About you

Ideally you will be able to demonstrate:

- Strong business development credentials, ideally gained within a law firm and with experience across the relevant practice areas/sector.
- Confidence and gravitas to influence and encourage best practice.
- Creativity, proactivity and enthusiasm – bringing new ideas to the table.
- Ability to spot opportunities early and deliver outcomes collaboratively.
- Excellent communication skills, able to present ideas clearly and persuasively across all levels.
- Strong writing skills for persuasive and succinct content.
- Proven track record in driving client development and delivering successful pitch and proposal strategies that have resulted in measurable growth and new business wins.
- Experience in developing and coaching junior colleagues and lawyers in developing personal BD plans.
- Proven experience in line management in a previous role.
- Team player who is relationship driven, analytical, tenacious, adaptable, ambitious and self-motivated.
- Educated to degree level and/or holding a Chartered Institute of Marketing qualification.



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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