

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.

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
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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.

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.

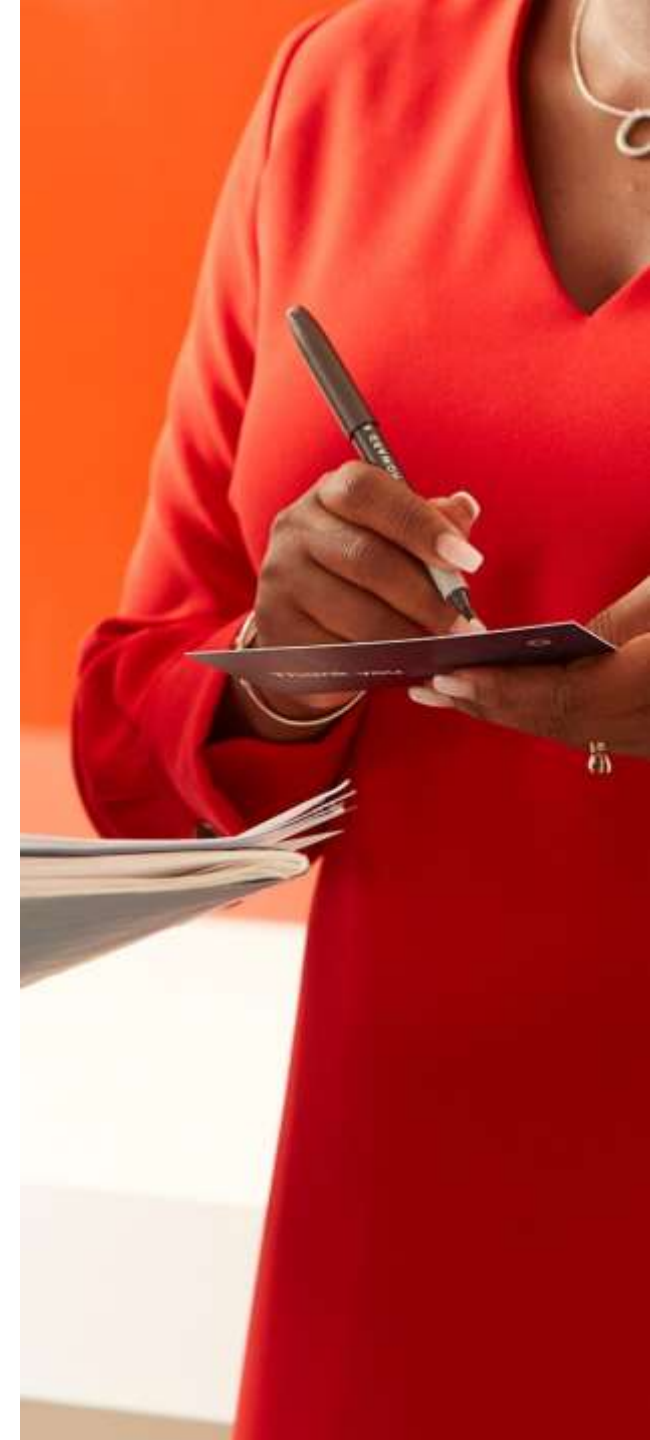


Business Development & Marketing Director

The Role

Our firm champions individualism and thrives on dynamic teamwork. We've built a strong reputation on the success of our exceptionally talented people. Each person at our firm brings a unique set of strengths, skills, and perspectives that when combined, lead to outstanding results for our clients. Joining us as our Business Development & Marketing Director you will be responsible for developing and executing the firm's overall Business Development (BD) and Marketing strategy to meet the firm's objectives and commercial needs. Reporting to the firm's Management Committee and Executive Board.

You will lead the BD and Marketing Department in implementing the firm's strategic goals and brand through the design and delivery of the firm's business development, brand recognition, key client and new business programmes. This is an excellent opportunity for a strategic and results driven leader to play a key role in shaping the future growth and success of our firm.



Business Development & Marketing Director

Role Responsibility

- Developing and executing the firm's overall Business Development and Marketing strategy to meet the firm's objectives and commercial needs.
- Developing strong effective relationships with Partners and practice groups based on knowledge of the Firm, the practices and external markets (e.g. specialist trends, ideas and sector insights).
- Driving greater connectivity and better working practices within the BD team and with other Business Services functions.
- Acting as a brand ambassador enhancing the firm's profile in the market through participation at networking events and conferences.
- Generating leads for partners to explore.
- Working with the Head of International to develop the firm's international strategy so as to maximise the firm's business development plans via our international networks.
- Providing leadership, support and personal development to the marketing and business development team. Working closely with the Head of Business Development and Head of Marketing & Communications to drive the performance of the department.
- Developing Key Client and New Business pursuits programmes in conjunction with the Head of BD, driving the firm's objective to develop better quality / profitable client relationships firmwide and ensuring ROI analysis.
- Overseeing the Business Development and Marketing budgets across the firm in line with business expectations allocating funds for high priority and high-impact activity.
- Leading on the development, management and execution of strategic initiatives related to the development of a client feedback programme in conjunction with the Head of BD (such as client listening, client insights, secondees management, and delivery on service excellence) with a focus on implementing effective processes to drive efficiencies and in developing in-depth insight of our clients' business needs.
- Overseeing the implementation and championing of the firm's BD processes: CRM system, client targeting, sales pipeline, pitches/tenders, marketing and brand strategy, online presence, price positioning, brand recognition, alumni programme, internal and external communications and profile.
- Maintaining an excellent knowledge of market conditions and provides competitor insight/analysis.



About you

Ideally you will be able to demonstrate;

- Previous experience of developing and implementing strategic business development and marketing strategies within the legal or wider professional services industries, that have contributed to business growth and revenue generation.
- A strategic mindset with the ability to analyse market trends, identify opportunities and develop actionable insights.
- A strong understanding of the legal industry, including practices trends and regulations and the competitive landscape in order to assist in identifying and pursuing opportunities for the firm.
- Strong, decisive and assertive leadership skills with the ability to inspire and motivate a high performing team.
- Approachability, acting as an ambassador for the team in how they are perceived by their internal stakeholders, showcasing and championing the value the team can deliver.
- Excellent relationship building and stakeholder management skills, working with the lawyers to understand their needs and acting as a trusted strategic adviser.
- Strong communication skills.
- Adaptability, resilience and a results driven mindset with a focus on achieving measurable results and driving business growth through targeted business development activities.
- A strong awareness of maintaining the professional reputation of the firm in all business development activities.





Want to know more?

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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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