

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 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

[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.

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.



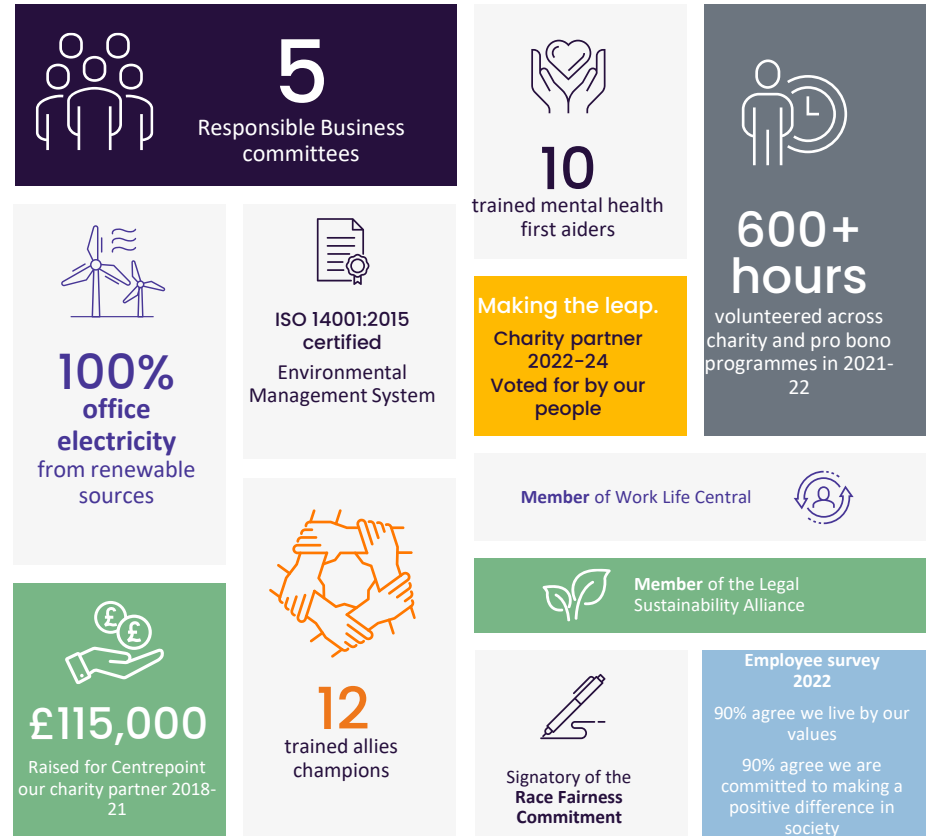
# Responsible Business

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

## **Business Development Executive (Private Wealth and Sport) – 3-month Fixed Term Contract**

We have a new opportunity for a BD Executive to join our team on a 3 month fixed term contract to provide additional support to the team.

Reporting to the Senior Business Development Manager (SBDM), this is an exciting time for a professional and pro-active BD Executive to join a dynamic and talented team and support our well-regarded Private Wealth and Sport sectors in their business development efforts. The role covers an interesting mix of business development and marketing activities including events, directory submissions, client targeting initiatives, budget management, CRM, occasional pitching and supporting on campaigns and content creation.

This Private Wealth element of the role extends beyond supporting the three core departments (Wealth & Succession, Family and Trusts & Estates Disputes) and includes supporting our cross-stream sector initiatives involving the corporate, real estate and commercial disputes practice groups with an exciting vision to service the legal needs of affluent individuals, families, business owners, trustees and family offices throughout their life journeys.

Our Sport group seeks to engage with high-profile 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.





# Main Responsibilities

## BAU Support

- Provide day-to-day BD and marketing support to fee earners in the Private Wealth and Sport sectors.
- Monitor business development budgets and expenditure monthly.
- Arrange sector and department monthly meetings, preparing agendas when necessary, circulating minutes and action points. Following up as needed.
- Use CRM to log experience and pitches, maintain and update information for legal directories and referees, develop and maintain sector CRM and marketing lists, and report and research on insights and activities as necessary.
- Assist in the drafting and delivery of BD plans.

## Marketing Collateral and Pitching

- Prepare first drafts of marketing brochures, occasional pitches and client presentations, and keep them up to date.
- Update and maintain the credentials and experience database for legal directories and work with the Marketing Communications team to keep our website and Intranet pages updated.

## Directories and Awards

- Manage the annual directory submission process. Work with lawyers to draft and submit to the directories, regularly reviewing strategy with SBDM to maximise opportunities to improve rankings.
- Support the lawyers with directory related interviews, including drafting interview preparation notes.
- Assist the Marketing Communications team, when needed, in preparing legal awards submissions and communicating and maximising the impact of ranking promotions and any award short listings and successes.

## Events, Conferences and International Trips

- Lead on event planning and idea generation, ensuring events are in line with the sectors' BD objectives.
- Manage event logistics, liaising with the Senior Events Executive and the Catering and Hospitality team as required.
- Liaise with lawyers and third parties on content as necessary; manage the invitation process, using Vuture and CRM as needed.



# Main Responsibilities

## Events, Conferences and International Trips

- Communicate with internal stakeholders and third-party suppliers as needed.
- Create and manage the calendar of events and activities, ensuring that the team is aware (bi-weekly summary for PW; monthly update for the Family Department).
- Maintain awareness of early bird deadlines, ensuring tickets are purchased and travel organised in a timely manner to prevent unnecessary overspend.
- Manage the marketing strategy to maximise impact of events, conferences and international trips, working closely with the Marketing Communications team to execute marketing tactics and ensure all key channels are used.
- Proactively manage follow-up, ensuring the completion of international trip reports by lawyers (normally within two weeks of a trip) and reporting on / supporting lead generation.
- Own NextGen initiatives, run monthly meetings with NextGen and maximise the energy and talent of the NextGen network.

## Content and Campaigns

- Manage the process for delivering client-facing Private Wealth newsletters, supporting the lawyers to produce relevant legal updates, bulletins and blogs.
- Support the development of departmental content and campaigns, providing ideas on topical news and issues.
- Regularly review what competitors are doing in terms of key campaigns and initiatives and report back to the SBDM.
- Undertake 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.
- Work closely with the SBDM to develop a marketing strategy on key campaigns and liaise with the central Marketing and Comms team to execute marketing tactics and ensure all key channels are used to maximise impact.
- Manage/monitor the publishing process of Passles to ensure they are in line with BD strategy and maximise engagement / coverage. Report on statistics as required.
- Support the SBDM on PR strategy and liaise with the Comms Executive in generating PR stories.





## About you

Ideally you will be able to demonstrate;

- The ability to think strategically and commercially.
- Proven experience working in professional services, preferably within the legal sector.
- Private Wealth sector knowledge and experience (preferable)
- Initiative and proactivity, being able to anticipate stakeholders' needs.
- A team player who is analytical, tenacious and self-motivated.
- Strong organisational skills.
- Strong interpersonal and communication skills (both verbal and written).
- 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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