



HOWARD KENNEDY

Your straightforward guide to working at Howard Kennedy

Business Development Manager, Real Estate



Welcome message

There's something special about Howard Kennedy.

We can sum it up in a single word: Straightforward.

The market evolves constantly, as do our clients' needs. We must always be ready to meet these changing demands. Our clients are after a lot more than sound advice. They want experts who bring clarity to daunting challenges in areas. It's people who matter most to them – they look for someone they can work closely with, who understands their business and who is there for the long haul.

That's why it's important that people who come to work for us have the same vision and values.

As a law firm we aim to provide straightforward commercial advice to our clients in a world of uncertainty, and to be a place where people thrive and our values prevail.



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About us

We are a London based, full-service law firm, specialising in providing straightforward advice to entrepreneurial businesses and individuals on domestic and international matters. With over 150 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 over 150 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.

375+

People

150+

Lawyers

55+

Partners

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.

25%

International work

70+

Countries

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

£56.9m

2020/2021 revenue





Why Howard Kennedy

Working practices

We are a modern employer and strive to continually strengthen our inclusive, values driven culture to create a place where we belong and feel respected. The wellbeing of our people is of top priority and our strategy includes a focus on the physical, psychological, financial and relational wellbeing.

Training and development

Our aim is to provide the opportunities for our people to be the best they can be, to drive change and to meet our strategic objectives. 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. This has been a particular focus for the management during the Coronavirus outbreak. 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 have also offered free and confidential counselling during the lockdowns.

Job description

THE ROLE

The firm has recently developed a new three-year business plan which will see it grow to around £80 million revenue, including through the recruitment of a number of new partners.

While growth is planned in each of the firm's practices, Real Estate is a key component of our firm and historically, the largest department. Our growth in this area requires the support of a strong and effective business development programme.

Our Real Estate practice comprises over 90 fee-earning legal staff and is the largest within the firm. We advise developers, house builders and property investors, as well as national and international retail and leisure clients and other property occupiers. Our advice extends to all stages of the real estate life cycle.

We require a Real Estate Business Development Manager (BDM) whose principal role will be to assist partners and lawyers drive revenue to meet our growth targets and will manage the end to end new business sales process. The BDM will also assist in managing existing client and intermediary relationships and leading a programme of awareness raising and profile building as part of the group's broader marketing initiatives. They will also be responsible for coordinating business development activity with other departments as necessary. This includes providing support to the Real Estate Dispute Resolution team and the Corporate Real Estate activities of the M&A team.

The BDM must have a proactive approach to their work and have strong influencing skills in order to advise effectively at partner level. The role sits within the Business Development & Marketing team, but obviously works very closely with the Real Estate Department. They will have line management responsibility for an assistant and will work closely with other members of the 17-strong team who will provide communications and digital marketing support.

Job title: Business Development Manager, Real Estate

Position Type: Permanent

Reports to: Senior Business Development Manager, and liaising closely with the Head of the Real Estate Department and the Head of Operations

Benefits:

- Competitive salary
- 25 days annual holiday
- Permanent Health Insurance
- Life Assurance
- Interest free Season Ticket Loan
- Private Healthcare
- Pension Scheme
- Staff Introductory Scheme
- Employee Assistance Programme

ROLE RESPONSIBILITY

Advisory level support

- Develops a strong working knowledge of the practice's services as well as an understanding of the revenue priorities, clients and prospects
- Leads the support of business development and marketing planning for the Department and sector
- Assists the leadership team in identifying business development opportunities with new clients and, with the designated partner(s), leads the pursuit and conversion of these
- Assists the leadership team and Client Relationship Partners in the support and growth of existing client relationships
- Tracks and evaluates business development plans and efforts on an ongoing basis
- Helps the leadership team to position the Department and firm at the heart of the Real Estate sector e.g. with key industry bodies
- Conducts client / prospective client research and analysis using our knowledge and finance team resources

Reactive, doing support

- Develop practice related materials (practice group profiles, deal lists, case studies, etc.)
- Develop responses to requests for proposals, tenders and developing credential documents
- Assist in tracking and disseminating key activities, proposals, new business wins, etc.
- Work with the marketing communications team to implement relevant marketing initiatives
- Assist partners and others on relevant PR initiatives and press releases
- Support partners in the preparation of directory and award submissions
- Keep abreast of trends in the market in order to identify potential hot topics and ideas for content
- Lead on the creation and distribution of Real Estate newsletters and alerts
- Lead on the creation and management of relevant distribution lists and regularly report on readership

Requirements:

- An excellent level of understanding of the wider UK Real Estate market
- An excellent understanding of the professional services sales process
- Expertise of pitching and tendering and the ability to advise on the process and project manage opportunities
- Good writing skills, able to write persuasive and succinct prose
- Experience of developing profile building activities and supporting others in their awareness raising efforts
- Experience of working within a professional services team
- Demonstrable network of Real Estate contacts including advisers to the sector, influencers, third-party referrers and buyers of legal services (preferred)

About you

- Confidence and gravitas to encourage doing the right thing
- Creative, proactive and enthusiastic, bringing new ideas to the table
- Able to spot opportunities early and to deliver outcomes in collaboration with others
- Able to present ideas and views clearly and with confidence to people at all levels, including partners and clients
- Proactive and tenacious, capable of identifying, developing and gaining support for marketing and business development initiatives
- High level of attention to detail
- Flexible, adaptable and a good team player

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We're proud of our journey. Without losing sight of where we've come from, we are focused on where we're going. We are evolving and growing every day. And just like our clients, we are ambitious and moving forward.

CRAIG EMDEN, MANAGING PARTNER, HOWARD KENNEDY

Clients we've helped

Galliard Homes

Acting on the purchase and development of Great Scotland Yard on a turnkey approach, building a 150-room hotel off Whitehall.

German listed fund

Advised on several corporate acquisitions of real estate in London, including hotels, shops, residential blocks, student accommodation, and commercial offices.

Global retail fashion brand

Providing strategic advice in negotiating an early surrender of the lease on a high-profile New Bond Street store from a landlord.

Honeywell

Advising in four separate adjudication references with Honeywell's main contractor relating to a mechanical and electrical services project for a development in London.

Hovis bakeries

Acting for on the sale and lease back of two bakery sites in Stratford and Erith.

Major property developer

Advising on the sale of Store Street Manchester, a three-acre residential development site next to Piccadilly Station (and the new HS2 Manchester station).

Major property developer

Advised on the planning and development aspects for the airspace above Tottenham Court Road station being developed for high end residential apartments.

Merton Catalyst

Advising on the development agreement, 106 obligations, affordable housing and construction of former Wimbledon football stadium Plough Lane.

Octopus Real Estate

Acted in connection with a facility made available to the Seller Group to finance and develop Bermondsey Yards, a mixed-use development next to London Bridge Station.

Pandora Jewellery

Advising on the real estate aspects of the buy-back of its UK franchised business and its continued acquisition programme.

Weezy

Advising on the acquisition of 5 sites in London for this online, "superfast" supermarket which was set up due to increased demand for home deliveries last year.

Want to know more?

People are the key to our success, so it's important that we can attract and retain the very best. As well as being driven to deliver the very best client experience, you'll also need to be someone who lives our values. We want you to help us shape our future.

If you'd like to know more about this role please get in touch with the contact listed below.



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