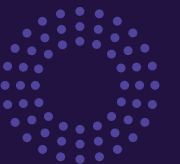




HOWARD KENNEDY

# Your straightforward guide to working at Howard Kennedy

Senior Business Development Executive, International



# 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.



**Craig Emden**

Managing Partner

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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

This is a great opportunity for candidates with excellent business development and relationship building skills already working in the legal sector and with an interest in international business development. This role works closely with the Head of International, other regional groups, and other members of the BD and marketing team to enable the firm to maximise its international relationships and opportunities and help deliver the international strategy. At least 25% of our firmwide revenue comes from outside the UK, in an increasingly globalised world, our clients' needs often have an international component and the requirement for international advice is growing. This role is to support and drive the firm's international business development plan which includes regional taskforces and international law firm networks (Meritas and LAW).

**Job title:** Senior Business Development Executive, International

**Position Type:** Permanent

### 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

Working across a variety of tasks and responsibilities including;

### Managing Existing Relationships

- Managing on-going relationships with Meritas and LAW network firms, economic development agencies and other relevant multipliers/connected or associated parties.
- Developing and managing relationships with the BD & Marketing team to understand their annual BD plans and how these might be aided by the international group to maximise opportunities.

### Business Development

- Supporting the implementation of the International BD plan and creating regular or monthly reports of activity.
- Maintaining participation with IBA, Meritas and LAW membership organisations and coordinating relevant lawyer attendance at conferences and events.
- Collating international group content and marketing collateral for use in pitches and credential documents with an international component developed by others in the BD team.
- Coordinating lawyer meetings with network and other firms when attending international conferences or client meetings.
- Introducing the international initiative during the firm's induction process for new joiners.
- Following up on email enquiries to update status on in-bound/out-bound referrals.

## Marketing Communications

- Assisting with raising the profile of the International group and i work within the firm.
- Supporting international sponsorship opportunities, events (in person and virtual) and speaking engagements delivered by the firm's international groups.
- Ensuring relevant events delivered by the firm's go-to-market groups are promoted through appropriate international channels.
- Distributing relevant content from other go-to-market groups through international marketing communication channels.

### Data Collection

- Maintaining up-to-date records of new international clients/matters opened and referrals and in and out of the firm.
- Maintaining an internal database of all in-bound/out-bound referrals and then providing this information for the Meritas and LAW websites.
- Maintaining status of any matters arising from these referrals on the Meritas and LAW websites and datasheet.
- Collating feedback from foreign trips and network events through the CRM system and managing follow-up by lawyers involved.
- Following up on Quality Assurance feedback forms – sending reminders to lawyers to ensure out-bound referrers are being scored on performance.
- Setting up and maintaining an international database of 'Best Friends' lawyers.

## ROLE RESPONSIBILITY

Furthermore;

### Reporting

- Using systems such as the CRM system to track, measure and report on international BD activity.
- Keeping up-to-date records of the wider international budget, include Regional sub-groups.
- Assisting in production of bi-annual financial report with analysis on regions and incoming work.
- Managing and reporting on international BD budget.
- Updating the internal intranet with current relevant information.

## ABOUT YOU

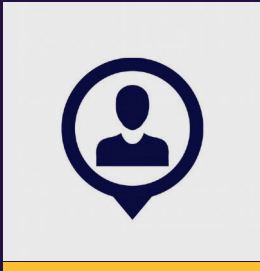
Ideally you will be able to demonstrate;

- Experience in a similar role within a high performing professional services environment.
- Strong relationship building skills, with the ability to build good rapport with internal and external stakeholders.
- Ability to build and retain an holistic knowledge of the international practice across the firm.
- Excellent oral and written communication skills.
- Ability to work off your own initiative.
- Ability to work well in a deadline driven environment, managing multiple priorities.
- Excellent organisational skills and time-management skills.
- Excellent attention to detail.

# 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.



**Laura Cooper**

Senior Recruitment Manager

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