



Business Development & Marketing Manager

Lawson Lundell LLP is a leading regional Canadian business law firm with offices in Vancouver, Kelowna, Calgary and Yellowknife. The firm is recognized and respected by its peers in legal and business publications and was recently named one of **BC's Top Employers for 2021**. Business in Vancouver also recognized Lawson Lundell LLP as the fastest growing law firm in Western Canada.

Lawson Lundell LLP is seeking a Business Development & Marketing Manager to join our Vancouver office. Working with the Business Development & Marketing Director, the Business Development & Marketing Manager is primarily responsible for initiating and supporting client relationship building activities to help institutionalize the Firm's client base and grow top line revenue.

This role will lead key projects and initiatives, with both short and long-term goals aligned with the firm's strategic priorities.

Essential Job Functions:

- Client Development and Retention
 - Bring insight and best practices to business intelligence initiatives on clients and prospects.
 - Provide guidance on larger Firm initiatives, including analysis of top clients of the firm and information used in support of the Firm's client initiatives.
 - Assist in identifying targets and provide relevant research and strategic ideas to acquire new business.
 - Support firm and office initiatives ranging from related client outreach to office business development plans.
 - Assist lawyers/groups with their efforts to introduce and develop relationships with existing firm clients, prospective clients and industry associations.
- Competitive Intelligence
 - Provide industry, sector, region, and practice area competitive benchmarking analyses.
 - Analyze data and present/refine reports on overall Business Development metrics and initiatives.
 - Provide analysis and oversight of client/matter opening process for clients and prospects.
- Business Development
 - Assist in developing growth strategies and plans.
 - Develop and maintain segmented client and prospect mailing lists.
 - Coordination of Alumni and Referral Programs.
 - Other duties as assigned.

Specific Requirements:

- Bachelor's degree in Marketing, Business, or a related discipline an asset
- Proven working experience (ideally 4+ years) in a professional services marketing environment
- Demonstrated ability in creating and implementing business development strategies
- High-level communication and critical thinking skills



- Demonstrated ability to manage and negotiate with stakeholders within and outside the Firm
- Ability to work well independently and in a team oriented environment
- Ability to handle multiple projects and complex tasks simultaneously
- Demonstrated project management and time management skills

Exciting perks and benefits of being a Lawsonite:

- **Competitive Compensation**
- **Health Benefits:** extended health, dental, vision, out of country, life, and AD&D
- **Fitness Benefit:** reimbursement for fitness equipment or fitness membership
- **Paid Time Off:** vacation time starts at 3 weeks, personal days, sick time, and a volunteer day every year
- **Financial Benefits:** defined contribution pension plan matched by the firm, RRSP, TFSA, year-end bonuses and an employee referral bonus program
- **Fun Environment:** annual year end party, happy hours, staff appreciation week, and many other social events
- **Flexible work hours**
- **Awards:** long term service and bonus vacation awards

If you are a professional, hardworking team player with a positive outlook and would like to share your expertise with us, please submit your resume with a cover letter to Elizabeth Reymundo, Director of Business Development and Marketing at ereymundo@lawsonlundell.com.

What to expect!

- A commitment to diversity and inclusiveness; we believe that fostering a diverse and inclusive workplace benefits both our firm and clients
- An environment where constant learning is encouraged
- A fun and collaborative work environment
- A team of unique individuals who will help take your skills and experience to the next level
- A commitment to providing a discrimination-free and harassment-free workplace environment

We support equal opportunities for all applicants and encourage all people of visible minorities, including Indigenous applicants, and those of any religion, sex, age, ability, sexual orientation, gender identity or expression to apply.

Although we thank all applicants for their interest in Lawson Lundell LLP, only shortlisted candidates will be contacted. No phone calls please.