

Business Development & Marketing Manager - Edmonton

We are seeking a highly motivated Business Development and Marketing (BDM) Manager to join our dynamic team of professionals. Our team is dedicated to providing exceptional support to our lawyers and clients.

Position Overview:

Reporting to the Director of Business Development and Marketing, this Edmonton-based role focuses on creating and executing effective business development and marketing strategies for assigned portfolios (practice and/or industry (P/I) groups). The role is highly collaborative, working closely with lawyers and BDM peers. The goal is to support partners and associates in growing revenue by enhancing market presence, implementing cross-marketing strategies, targeting new pursuits, and enriching client experience.

Key Responsibilities:

Planning:

- Provide strategic and tactical advice to drive growth, working closely with P/I leaders to deliver on key priorities. Evaluate progress against plans and monitor the implementation of key initiatives.
- Work with P/I partners to concentrate efforts on focused business and action plans for their areas of practice and recommend client engagement activity.
- Work with the P/I associates to develop their individual plans in alignment with the wider strategy and strengthen their business development skills.

Client Development:

- Be the liaison between the P/I groups and the client leads for key clients of the firm.
- Work with the client leads and client teams to develop and maintain an understanding of P/I group offerings and identify opportunities for revenue growth.
- Identify cross-marketing possibilities for P/I groups and existing clients.
- In conjunction with P/I group leads and the BDM team, engage in and encourage active support of the firm's client feedback programs, including client surveys, proposal debriefs, etc, in order to improve the client experience.

Lead Generation:

- Collaborating with BDM team members, provide market and industry trends for targeting opportunities.
- Employ data to identify leads and support partners with targeting strategies.
- Maintain extensive market, competitor, and trends knowledge to inform on targeting approaches.

Business Development & Marketing Manager

Continued

New Business Proposals and Pitches:

- Collaborate with key partners and P/I group leaders to develop pitch strategies.
- Work with the BDM team on the preparation of pitch and proposal materials and finalize all materials.

Practice group brand and profile:

- In conjunction with the BDM team, lead the strategic planning for directory and award submissions for P/I groups.
- With support from the BDM team, prepare legal directories and awards submissions
- Collaborate with the events team to plan and execute events for assigned portfolios, defining business purposes, setting objectives with key partners, and ensuring the best return on investment for the practice groups.
- Working with the relevant teams and third parties to evaluate and deliver on key P/I group sponsorships, ensuring return on investment.
- In conjunction with the BDM team, deliver profile raising initiatives including a content strategy.
- Evaluate and develop plans to leverage relevant industry association memberships.

Thought leadership:

- Work with the BDM team to maintain marketing materials and collateral for the various portfolios.
- Utilizing client feedback and market information, identify topics for client campaigns.

Reports and Budget:

- Ensure accurate reporting of projects and P/I group initiatives.
- Provide input and manage the overall business development and marketing budget for assigned portfolios, and steward the BDM investment with a meaningful return.

Specific Requirements:

- Seven (7)+ years of experience in a business development/marketing role, preferably in legal or professional services industries.
- Strong computer skills, including advanced knowledge of Microsoft Word, Excel, PowerPoint, and CRM.
- Experience working independently, as well as within cross-functional teams in a collaborative, professional environment.
- Project and team management experience.
- Strong organizational skills and an ability to prioritize and complete simultaneous projects with minimal supervision.

Business Development & Marketing Manager

Continued

- Excellent written and verbal communication, presentation, editing, and proofreading skills.
- High degree of professionalism when interacting with internal and external clients.
- Ability to handle high-pressure situations and interact diplomatically with various personalities at all levels in the firm.
- Willing to travel to and work within all three of our offices.

General Requirements:

- Ability to make decisions, adapt to changing work situations, and apply new ideas.
- Willingness to work flexible hours to meet departmental goals.
- Strong critical thinker able to devise data-driven marketing and business development strategies.

Education:

- Bachelor's Degree/Diploma in Business, Communications, Marketing, or relevant experience.

What you will find at McLennan Ross:

- A highly professional environment that is built on a strong culture and spirit of teamwork.
- The opportunity to work with a wonderful marketing team, in a mentoring environment.
- Proven high quality of service and commitment to our clients and each other.

Career Package:

We offer a challenging and progressive work environment together with an excellent and competitive salary/benefits package commensurate with qualifications and experience.

Qualified and talented candidates may submit their resume via email and include a cover letter to include some career highlights that demonstrate a strong fit to our requirements to:

McLennan Ross, Human Resources
600 McLennan Ross Building
12220 Stony Plain Road NW Edmonton, AB T5N 3Y4
E-mail: HR@mross.com

Business Development & Marketing Manager

Continued

About McLennan Ross:

At McLennan Ross, you will find a community of people who are passionate about the work we do and who genuinely value and support one another. While we foster a team approach, we also value the diverse contributions and individuality of all our members.

With a shared commitment to excellence, we make a national impact through our work with clients across Canada. Our lawyers have been involved in numerous landmark cases, at all levels of the Canadian judicial system, including the Supreme Court of Canada. Many of our cases have profoundly affected the legal framework in which many businesses operate today.

Our open-door policy means you will benefit from a strong support base. It is our deep-seated belief that through continuous collaboration, we are not only providing our clients with the best possible service, we are cultivating an environment where everyone has the opportunity to learn and grow.

As a firm, we are defined by our values. They drive us. They inspire us. They inform everything we do.

Our Values:

1. Unrivaled Client Focus

Our client experience is second to none. We strive for excellence in Law and are always looking for creative, practical solutions to get the best results for our clients and the firm.

2. Passionate and driven

We're all in! We are passionate about the work we do and are driven by results.

3. Genuine and approachable

We are unpretentious and no one calls us stuffy. We welcome diversity and know that we are better together.

4. Make a difference

We care about our clients, our community and each other and we want to make a difference in the lives of those around us.

Visit us online at mross.com.