

# Role description

Assistant BD Manager – Pitches & Pursuits  
Liverpool

# The opportunity for you

## Executive summary

We are looking for an ambitious BD professional to join our Business Development team as an Assistant Manager – Pitch and Pursuits. If you are a great writer, results focused and a strong team player, hungry for a demanding role where you can have a big impact, we welcome your application.

The Assistant BD Manager – Pitches and Pursuits will play a key role in helping the business achieve profitable revenue growth across the UK, Ireland and the Middle East.

You will work alongside practice-area and sector lawyers and BD and marketing colleagues to develop compelling and client-focused pitches to help us win profitable work. You will report to a Pitch Manager who leads the team and be supported by a Pitch Assistant.

The Assistant BD Manager – Pitches and Pursuits is a high-profile role with direct exposure to senior lawyers and a broad range of colleagues across two of the firm's Business Groups. As well as technical excellence, you will need to demonstrate outstanding communication, interpersonal and project management skills. A keen eye for design will be a distinct advantage.

You will also be a prominent member of the Business Development, Marketing and Communications (BDMC) team and an ambassador for the qualities we admire: a strong work ethic, teamwork, creativity, commercial awareness and client service excellence.

### Job title

Assistant BD Manager – Pitches and Pursuits

### Recruiting manager

Anum Qureshi

### Department

Business Development, Marketing and Communications

### Working hours

Monday to Friday (09:30 – 17:30)

Working at least 3 days a week from our offices.

The nature of this role means that you will need to be flexible and willing to work outside of normal working hours when required.

### Location

Liverpool

### Perm/FTC

Permanent

### Salary

Competitive

### Working pattern

Taylor Wessing supports agile working, and the Talent Acquisition team would happily have conversations with potential candidates about how we could support agile or flexible working needs.

# The opportunity for you

## Key responsibilities

- **Developing winning proposals:** Work closely with Practice-area and Sector BD teams to develop client pitches, credential statements, fee proposals and presentations.
- **Profitable outcomes:** Support all aspects of the pitch process from the initial kick off and scoping to lessons learned, with a hard focus on the conversion of opportunities.
- **Crafting commercial propositions.** Develop and deliver best practice pitch and sales materials that are consistently client-focused, compelling, and that stand out by demonstrating the quality of our thinking, market insight and solutions driven approach.
- **Collaboration:** Work with colleagues in our client insights and data, Finance, Risk, and Knowledge teams, as well as across our BD, Marketing and Communications function to bring together insights and information to ensure success in our pitch activities.
- **Infrastructure:** Play a key role in strengthening our pitch infrastructure by further developing and maintaining tools, templates, processes, and systems that support pitch activity. A major focus of this role will be curating and maintaining a centralised library of pitch content, ensuring valuable resources are easily accessible across the two Business Groups and the wider pitching library.
- **Content creation and management:** Maintain and update the pitch content library. Further develop and maintain a library of baseline material and 'grab-and-go' sales collateral, enabling us to respond quickly, consistently and efficiently to opportunities.
- **Continuous improvement:** Help to identify any inefficiencies in the pitch process and develop plans to refine and improve our approach.
- **Pricing:** Work with Finance, Risk and BD to improve our approach to pricing and ensure all pitches have appropriate pricing methodologies applied.
- **People leadership:** Be an inspiring and supportive presence within the BD, Marketing, and Communications team by encouraging collaboration, sharing best practices, and helping to maintain high standards across the team. Provide guidance and mentorship, particularly to the BD Assistant pool during their rotation through pitching. Stay calm under pressure and foster a culture of continuous improvement.
- **Measurement and reporting:** Track the success of pitch activity by analysing outcomes, feedback and other relevant metrics, and identify learnings to refine our approach.
- **Industry monitoring:** Stay up to date with industry trends, competitor activities, and pitch best practices to identify and recommend opportunities for enhancing the firm's approach to pitching and winning work.

# The opportunity for you

## Knowledge, skills & experience

- First class writing and editorial skills, with a keen eye for detail; excellent command of grammar and punctuation aligned to our brand guidelines.
- Experience in managing and curating content libraries, ensuring materials are well-structured, easily accessible, and regularly updated.
- Organisational skills; the ability to multi-task and work to tight deadlines.
- Client focused with a commercial outlook.
- A team player – high emotional intelligence and excellent interpersonal skills.
- Strong work ethic and results/outcome focused approach.
- Marketing/BD background ideally within a legal sector/professional services context.
- Curious about business, people and buying behaviours.
- Ability to manage ambiguity and often conflicting priorities.
- Professional, proactive, creative, tenacious, good humoured and enthusiastic approach to all work and interactions.
- Familiarity with pitch builder tools and content management systems is highly preferred.

# About us

Taylor Wessing is a global law firm that serves the world's most innovative people and businesses.

Deeply embedded within our sectors, we work closely together with our clients to crack complex problems, enabling ideas and aspirations to thrive. Together we challenge expectation and create extraordinary results. By shaping the conversation in our sectors, we enable our clients to unlock growth, protect innovation and accelerate ambition.

## Our UK sector focus



Technology, Media  
& Communications



Private Wealth



Real Estate,  
Infrastructure & Energy



Life Sciences  
& Healthcare

## Our areas of expertise

- Banking & Finance
- Brands & Advertising
- Commercial & Consumer Contracts
- Competition, EU & Trade
- Copyright & Media Law
- Corporate Crime & Compliance
- Corporate/M&A & Capital Markets
- Data Protection & Cyber
- Disputes & Investigations
- Employment, Pensions & Mobility
- Environmental, Planning & Regulatory
- Financial Services Regulation
- Information Technology
- Patents & Innovation
- Private Client
- Private Equity
- Projects, Energy & Infrastructure
- Real Estate & Construction
- Restructuring & Insolvency
- Tax
- Venture Capital

## Challenge expectation, together

With our team based across Europe, the Middle East, US and Asia, we work with clients wherever they want to do business. We blend the best of local commercial, industry and cultural knowledge with international experience to provide proactive, integrated solutions across the full range of service areas.

**1200+** lawyers | **300+** partners | **28** offices | **17** jurisdictions

# About us

## The way we work

At Taylor Wessing, we never settle for average. We're creative thinkers, problem solvers and continuous learners who excel at what we do and believe our best work is still ahead of us. We are a firm that's large enough for you to achieve your ambitions, but connected enough to be a true community.

You are joining an inclusive culture that allows you to be yourself and balance your work and home commitments. You'll gain access to high-end technology, agile processes and the trust to deliver your best work in a flexible way whilst spending the balance of your time with colleagues in our offices.

## Employee development and career progression

We recognise that our business services professionals are integral to our success and are therefore dedicated to their career development. We offer comprehensive development plans designed to support the growth of our business services people in their respective roles. From technical training to softer skills, these plans are crafted to ensure that our people realise and reach their full professional potential, but also complement our firmwide strategic goals allowing both the firm and our people to flourish.

For a detailed look at these development opportunities and how they can support your career progression, please refer to our [Always Learning Brochure](#). This document will provide an in-depth view of our commitment to skill development and show you the support network available as you advance within Taylor Wessing.

# About us

## Investing in you | Tailored benefits

Your wellbeing is always our priority and we are proud to offer bold and progressive ways of working alongside an excellent range of benefits and perks designed to support you and your family.

### Key benefits

- 25 days' annual leave
- Life assurance
- Group personal pension – salary sacrifice
- Income protection
- In-house and digital GP services

### Health and wellness benefits

- Annual wellbeing allowance
- Private medical insurance (individual)
- Health assessments
- Dental insurance
- Critical illness insurance
- Flu vaccinations
- Eye tests
- Employee assistance programme
- GymFlex
- Counselling sessions

### Lifestyle benefits

- Enhanced family leave – after one year qualifying service, you are entitled to up to 26 weeks leave full pay if you or your partner give birth or adopt a child
- Salary sacrifice electric car scheme (UK staff only)
- Cycle to work scheme
- Payroll giving
- Technology loan
- Health cash plan
- National Art Pass
- Financial wellbeing support
- Interest free season ticket loan
- Cloud Nine – our subsidised restaurant and coffee bar (London only)



# Taylor Wessing in Liverpool



We planted our roots in Liverpool in 2018 and have a permanent presence in Edward Pavilion. Sitting on the vibrant Royal Albert Dock, our investment in this award-winning, state-of-the-art space cemented our commitment to the city and our Liverpool team has grown significantly since.

## Why Liverpool?

Liverpool is synonymous with innovation, creativity and dynamism, all of which make it a natural home for us. We're proud to be part of Liverpool's business community alongside many of the technology and pharmaceutical companies that form the core of our client base.

We've built deep ties with the city since opening our Liverpool office, establishing a relationship with Tate Liverpool, supporting local charitable initiatives and schools and working with The Conservation Volunteers to improve local green spaces.

## Our Liverpool team

Teams based in our Liverpool office support our UK and international business operations, including:

- IT
- Finance
- Talent
- Risk
- Business Transformation
- Business Development, Marketing and Communications.

We also have a number of lawyers based in our Liverpool office, including members of our Disputes and Investigations, Employment and Real Estate groups, as well as members of our Trade Mark practice and Paralegal Operations team.

Anyone who works for Taylor Wessing in Liverpool becomes part of a fully integrated, UK-wide team. This is a fantastic firm for talented people who are intellectually curious, ambitious and want to work in one of the UK's most famous cities.



# Our values

## What we stand for

We are a community of independent thinkers, connected by our values and our drive to challenge expectation. Our values shape what we do and how we do it. We have built a team that reflects the firm's core values and which exemplifies inclusivity. To learn more, [click here](#).

Excellence

Creative

Responsible

Team

Integrity

Respect

## Acting responsibly, together

We're committed to being a responsible business and taking accountability for our actions.

We have high ethical standards and take care of our people. We're reducing the footprint we leave in nature and engaging with our communities through cultural and charity work. Being a responsible business means we're active members of our broader society, of the legal community, and of our clients' sectors.

Whether it's building an inclusive workplace, reducing our waste or supporting the arts; we're actively working together to build a better business, and a more sustainable world.

Find out more about our responsible business initiatives [online](#).

Read our latest impact report by clicking the link below.



## Our Responsible Business Impact Report 2023

# Diversity & Inclusion

## Mansfield Certification



We are proud to announce that we have achieved Mansfield Rule UK Certification Plus for the 2023–2024 period, reaffirming our dedication to diversity, equity, and inclusion within the legal sector.

We're committed to delivering an inclusive culture and a progressive environment where we empower all our people to lead, learn and grow. The Mansfield Rule keeps us and the wider legal profession accountable for achieving and surpassing these goals; over the last year alone the Mansfield Rule has helped us continue to focus on monitoring our recruitment and promotion activities, as well as improving the diversity of our firm.

We've seen tangible changes in our firm from championing diverse voices across all areas of our business, something we want to see continue to flourish in the years to come and with Mansfield as a key partner in building in an inclusive environment for all.

To read more about this fantastic achievement please [click here](#)

## Inclusive Recruitment Charter

Take a look at our new Inclusive Recruitment Charter...

The Charter builds on some of our great initiatives from the last year, like taking part in the 10,000 Black Interns programme, introducing mandatory inclusion training for all our people, and achieving Mansfield Certification Plus.

Learn more about our commitments to being a responsible business by [clicking here](#)

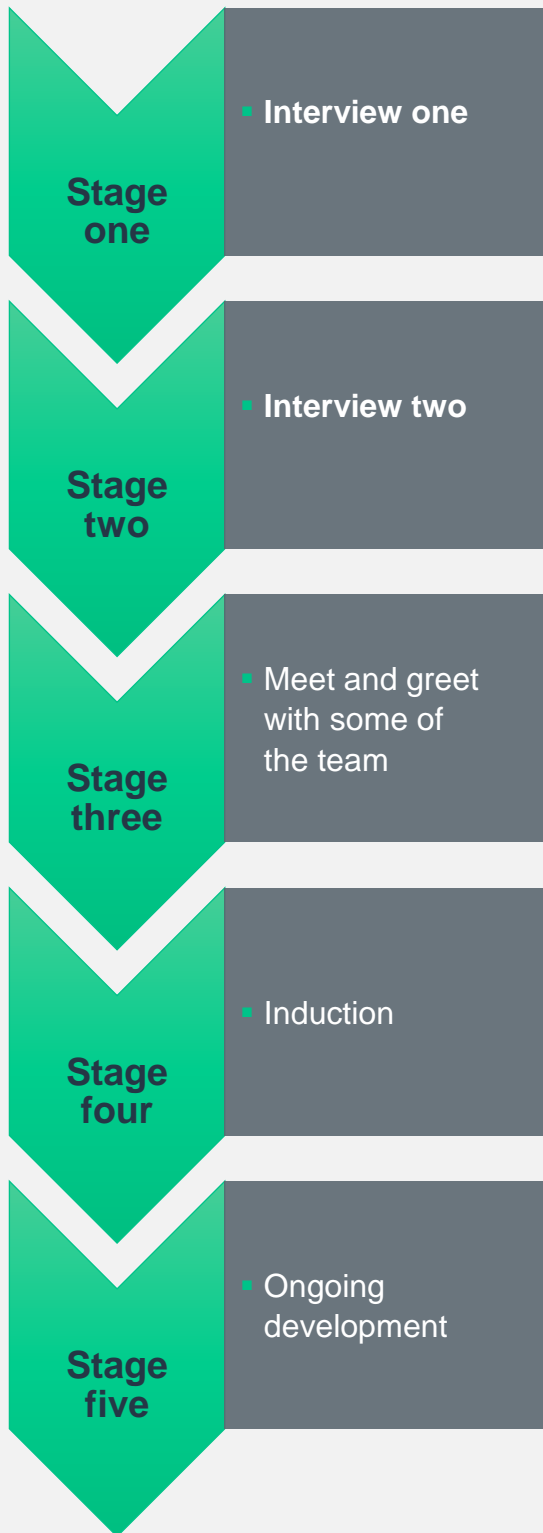
## Responsible Business Networks

We embrace individuality and bring diverse teams together, creating an inclusive work environment where all of our talent can flourish. Our inclusion programme has five priority areas, each with partner champions and network groups, in addition to other networks and societies that bring people together within the responsible business programme.

### Our current networks include:

- Arts Society
- Balance in Business - our gender balance network
- Cultural Diversity network
- equaliTW - our LGBTQ+ network
- Family Matters network
- Social Mobility network
- Sustainability network
- Wellbeing network

# Your recruitment journey



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Please contact us if you require any adjustments to your application or our recruitment process.

**2000+** people  
**1200+** lawyers  
**300+** partners  
**28** offices  
**17** jurisdictions

<b>Argentina*</b>	Buenos Aires	<b>Mexico*</b>	Mexico City
<b>Austria</b>	Klagenfurt   Vienna	<b>Netherlands</b>	Amsterdam   Eindhoven
<b>Belgium</b>	Brussels	<b>Nicaragua*</b>	Managua
<b>Brazil*</b>	Belo Horizonte   Brasilia   Rio de Janeiro   São Paulo	<b>Panama*</b>	Panama City
<b>Chile*</b>	Santiago de Chile	<b>Poland</b>	Warsaw
<b>China</b>	Beijing   Hong Kong   Shanghai	<b>Portugal*</b>	Braga   Lisbon   Porto
<b>Colombia*</b>	Bogotá   Bogotá, main office	<b>Puerto Rico*</b>	San Juan
<b>Costa Rica*</b>	Guanacaste   San José	<b>Republic of Ireland</b>	Dublin
<b>Czech Republic</b>	Brno   Prague	<b>Slovakia</b>	Bratislava
<b>Dominican Republic*</b>	Santo Domingo	<b>South Korea**</b>	Seoul
<b>Ecuador*</b>	Cuenca   Guayaquil   Manta   Quito	<b>Spain*</b>	Barcelona   Canary Islands   Madrid   Pamplona   Seville   Valencia   Vitoria   Zaragoza
<b>El Salvador*</b>	San Salvador	<b>UAE</b>	Dubai
<b>France</b>	Paris	<b>Ukraine</b>	Kyiv
<b>Germany</b>	Berlin   Düsseldorf   Frankfurt   Hamburg   Munich	<b>United Kingdom</b>	Cambridge   Liverpool   London
<b>Guatemala*</b>	Guatemala	<b>Uruguay*</b>	Montevideo
<b>Honduras*</b>	San Pedro Sula   Tegucigalpa	<b>USA</b>	New York   San Francisco
<b>Hungary</b>	Budapest		

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