



Role description

Senior Business Development Manager
Corporate and ancillary practices

London

TaylorWessing

The opportunity for you

Executive summary

This is a fantastic opportunity to support one of Taylor Wessing's leading business groups encompassing our Corporate Practices, as well as our Private Client, Employment, Pensions & Mobility and Tax and Incentive practices as the firm undergoes significant change in becoming Winston Taylor.

This role is a maternity cover and will suit an established manager or senior manager looking to build on their experience within the Corporate and associated practice areas. You'll work closely with the Business Group Director, Practice Group Leaders, partners and other lawyers to achieve revenue targets, proactive business development and origination, and client development and continue to deliver a structured approach to BD activities.

We'd want you to have a proactive attitude and an engaging and energetic style. We need someone who can get to know the business quickly and develop and manage a broad range of relationships skillfully and effectively. We need someone who will take a hands-on approach to tasks and who will get things done.

You'll report to the Head of Business Development & Origination and have line management responsibility for a team of three – two managers with a focus on Private Equity, Venture capital, M&A and Employment and an Assistant Manager focused on Private Client and Tax. You'll work alongside BD colleagues across the business, such as Corporate, Disputes, TMC and Private Wealth,

You'll be a part of a BD, Marketing and Communications (BDMC) team that is already well-established and respected within the firm by partners and other fee-earners for its high standard of service and the ideas and commitment it brings to business development.

Job title

Senior Business Development Manager – Corporate

Recruiting Manager

James Davidge
Head of BD & Origination

Department

Business Development

Hours

Full-time, Monday - Friday. Business hours are 9.30am - 5.30pm. The nature of this role means that you will need to be flexible and willing to work outside of normal business hours when required.

Location

London. Office-based for at least three days each week.

Fixed-term contract:

14-month maternity cover

Salary

Competitive

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Key Responsibilities

Strategic Leadership and Planning

- Take overall responsibility for Business Development and Marketing Communications (BDMC) activity with clients and targets across the Business Group, providing expert guidance and support to leadership teams on business development matters, including proactive origination, revenue growth and retention strategies.
- Work with key partners to articulate the strategic direction of practices within the group, identify key priorities, and lead on the development of the group's strategic plans.
- Facilitate the business planning process, translating strategic objectives into concrete BD and client development actions.
- Guide and challenge partners on new opportunities, assessing alignment with the group's broader strategy.
- Advise on BD investment decisions, with BD budget responsibility for the Business Group.

Client Development and Origination

- Proactively manage targeting programmes, leading on the creation and implementation of targeting plans and initiatives to drive revenue growth.
- Identify business leads and emerging opportunities through industry memberships, market research and analysis.
- Advise client teams on strategies for enhancing client relationships, identifying market opportunities and cultivating a growth mindset.
- Undertake analysis of the current client base, engage directly with clients, and work with client partners to ensure all business development opportunities are fully pursued.
- Develop and implement client pursuit strategies in collaboration with the Client and Market Insights teams.
- Oversee client listening programmes — specifically post-pitch and matter reviews — and ensure feedback is actioned appropriately.

International Strategy

- Work closely with international partners and BD colleagues on the international strategy for the group, identifying opportunities for international collaboration and developing cross-border client and market-facing initiatives.

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Key Responsibilities (continued)

Bids, proposals and credentials management

- Lead important bids, shape the narrative, help draft compelling sales copy and rehearse teams.
- Advise on pricing strategies, helping determine competitive and profitable fee arrangements.
- Develop junior team members and help them to develop advanced and commercial bids skills.

Thought leadership, marketing and communications

- Work closely with the Marketing & Communications team to develop thought leadership campaign ideas and lead on their execution for profile and revenue growth, ensuring that each thought leadership project has a sales plan which is owned and driven by the partner sponsor and key stakeholders.
- Formulate a profile strategy for the group, working closely with the PR and comms team.
- Drive the marketing and communications plan for the Business group and its various sub-groups – including oversight of content marketing, digital media, marketing collateral, events, speaking opportunities and legal directories.

Coaching & development

- Help partners and associates become more effective in their BD efforts through coaching and skills building, as well as through embedding enhanced processes and infrastructure.
- Support and coach associates through their promotion to senior associate and mentor senior associates through their promotion to senior counsel and partnership.

Team Leadership

- Lead a direct team of three, with broader leadership responsibility across the wider BD function, acting as a visible and influential leader with clear decision-making authority.
- Collaborate cross-functionally to identify and address overarching business development needs and challenges across the firm, leveraging expertise and insights to drive solutions that maximise client outcomes and engagement.

Measuring success

- Prepare reports for the Business Group Leadership Team, Sector Heads and Practice Area Leaders on client and business development performance.
- Lead on team communications and internal reporting using various dashboards, reports and systems as required.

The opportunity for you

Knowledge, skills and experience

This role is a busy and demanding position, but it is also hugely satisfying and rewarding to work as part of a dynamic and ambitious team. You should be able to demonstrate:

- A high level of personal credibility, impact and influence with proven ability to work effectively and persuasively at all levels of the business.
- An ability to provide commercial and proactive advice on business development, marketing and communications issues – based on knowledge of legal services and the Corporate market.
- Previous BD experience at manager level with practical experience of a variety of BD roles including pitches, account management, thought leadership and team management.
- A can-do attitude with a bias for action. The ability to take the initiative and ownership for projects, and the drive to get things done.
- Excellent team management and communication skills. Able to display empathy and emotional intelligence.
- A proactive, tenacious and creative approach and an ability to make tough decisions and follow through with them.
- A flexible mindset and an ability to work to deadlines, juggle multiple projects, work with ambiguity, and deliver under pressure.
- Strong organisational skills and an excellent attention to detail.
- A knowledge of CRM systems and a familiarity with generating meaningful data and reporting for business intelligence and targeting purposes.
- Ambition, drive, likeability and a strong work ethic.

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.

1250+ lawyers | **350+ partners** | **26 offices** | **16 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 London



Located in central London, our office is a stone's throw from some of the UK's biggest names in technology, fashion and retail, as well as the courts housing the capital's legal profession.

In 2023, we faced the choice whether to move to a new location in London or stay in 5 New Street Square. We decided to stay and invest in an extensive refurbishment as this would have less of an environmental impact than building and fitting out a brand-new space.

We're now back in 5 New Street Square and we look forward to clients and other guests experiencing our reimaged, modernised and more sustainable premises.

Why London?

London is one of the top financial centres in the world and a key international tech hub. Our UK lawyers combine their deep understanding of the law with their outstanding market knowledge to support some of the most innovative businesses across the technology, media and communications, life sciences and healthcare, real estate, infrastructure and energy and private wealth sectors that do business in the capital and beyond.

We thrive on the challenge of keeping ahead of legal and regulatory developments to advise our clients in these dynamic sectors who are pushing the envelope in terms of the products they develop and offer and the business and economic models they operate. Our UK and international strength in M&A, disputes and intellectual property complements our focus on our key sectors.

Our London team

Working alongside our lawyers, teams based in our London office support our UK and international business operations, including:

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

Anyone who works for Taylor Wessing in London 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 best cities in the world.

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 **2024**

Read the report

Diversity & Inclusion

Mansfield Certification



We are proud to announce that we have achieved Mansfield Rule UK Certification Plus for the 2024–2025 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.

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](#)

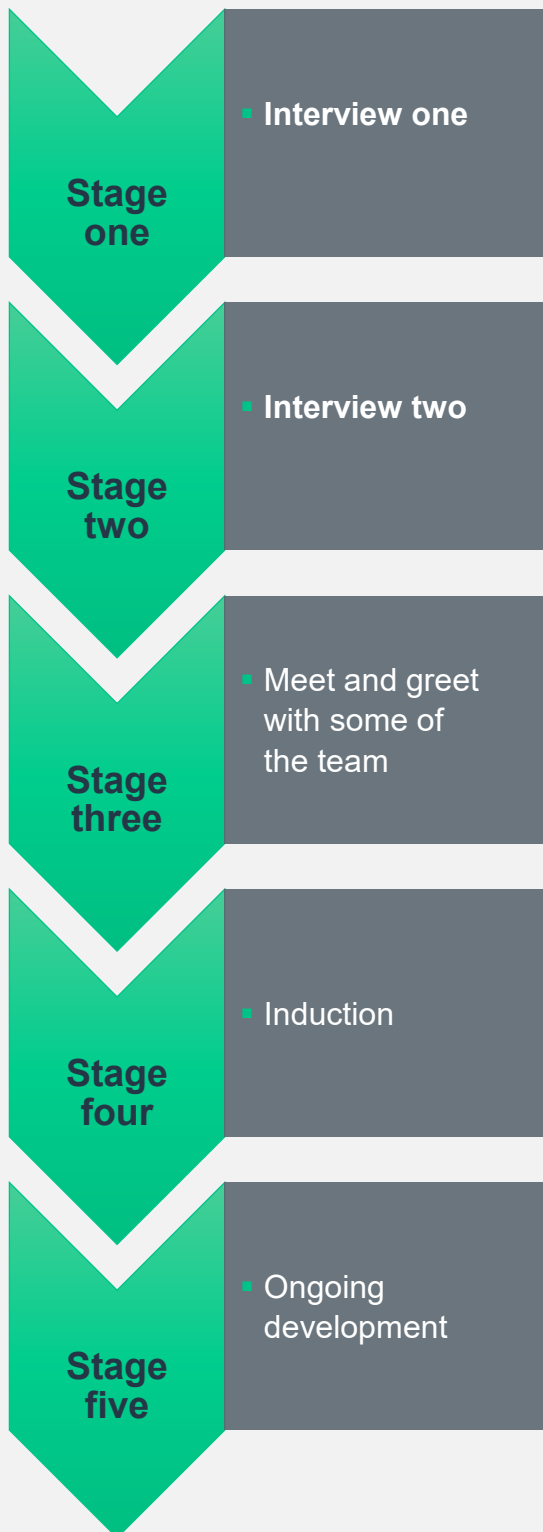
Responsible Business Networks

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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We are committed to making all stages of our recruitment process accessible to candidates with disabilities or long-term health conditions. If you consider yourself to have a disability or long-term health condition, please feel free to be open about this at any point during the recruitment process this will be dealt with in a confidential manner. If you are not sure what adjustments you require, we will work with you to establish the most suitable adjustments at each stage of the recruitment process.

2700+ people
1250+ lawyers
350+ partners
26 offices
16 jurisdictions

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

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www.taylorwessing.com

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