

## Job Opportunity

Title: Business Development Manager (Private Client & Tax)

Department: Business Development and Marketing

Reporting to: Head of Business Development

fladgate




Listed in The Times 'Best Law Firms', Fladgate is a leading UK-based law firm focused across the Corporate, Private Wealth, Dispute Resolution, Real Estate and Funds, Finance and Regulation practices. The firm has a turnover of approximately £100m with over 400 people, all operating from a single office based in Covent Garden, London.

This is a great opportunity to join our high performing and welcoming BD & Marketing team. Our team of 17 is headed up by our Chief Marketing Officer. The BD team of 11 is led by our Head of BD, and we also have a central marketing team of three, as well as a Client Service Director and a team assistant.

The firm has invested significantly in growing the BD & Marketing team in recent years, and it has more than doubled in size. Each department in the firm has a manager and executive level BD contact who are genuinely embedded in that practice group.

As an entrepreneurial mid-market firm, we have a level of freedom around how we invest in and develop our team, which isn't the case everywhere. We have many examples within the team of people who have been promoted internally or have moved to another part of the BD & Marketing team to further their career development.

Fladgate's heritage is in real estate. So that department is one of the most well known at the firm. With over 25 partners and a Head of Department that truly values the input the BD team provides, it is a busy practice area that requires enthusiastic, organised and creative BD support.



Our people are at the heart of everything we do. The talent, dedication and passion of Fladgate employees is what drives us to achieve excellence.

Nicola Thomas, Head of Talent

Acquisition

## Role Specification

Our Private Client & Tax team brings together all the services that a private client might need. We support (often ultra) high net worth individuals and families in the UK and abroad, including some of the world's wealthiest families, family offices, and dynamic entrepreneurs. The team advises on all aspects of wealth structuring and transfer, family law and private wealth disputes, as well as on tax and immigration issues. Alongside this is Walgate Family Office, a non-legal offering which provides professional management services to address the personal and domestic needs of wealthy families.

This is an exciting role as the teams within our Private Client & Tax practice have only recently been brought together under one combined offering, so there is a real opportunity to make a mark. To date, BD and marketing efforts have focused on raising the profile of the team externally and, while this remains a crucial aspect of the role (involving management of collateral, website content, events, directories and awards submissions), we are also now looking to drive client focused initiatives including intermediaries targeting, service delivery and relationship management.

The BD Manager works closely with the Head of Department, Marketing Partner and other partner leads. The role is supported by a shared BD Executive.

## Key Responsibilities

- Encourage and galvanise the Private Client & Tax practice to collaborate and go to market as one.
- Develop and implement our newly created BD plans in line with firm-wide objectives, working closely with our Marketing Partner and Head of Department, including suggesting BD activities that will help us achieve our goals.
- Understand and articulate the firm's strategy, priorities and brand guidelines and ensure these are reflected and adhered to within the team.
- Manage (on a shared basis) a BD Executive, including around day-to-day workload and career development, mentoring and training as needed.
- Support and operationally manage our intermediaries programme (focused on both key relationships and prospects), including leading on events management, coordinating client intelligence, managing BD plans for each identified organisation, and tracking activities and referrals.
- Identify and maximise opportunities for internal cross-selling, profile raising and collaboration.
- Continue to elevate our external market presence through impactful initiatives and campaigns, including content production (such as our quarterly newsletter), events and PR, working with our communications agency as needed.
- Identify ways in which our existing activities could be modernised or made more effective and efficient.
- Lead on coordinating and managing directory and awards submissions in support of raising the profile and brand of the practice, seeking to

- achieve premium level rankings and award wins.
- Work with key stakeholders to identify the right places for our lawyers to be in order to attract our target work types, such as market leading conferences.
- Chair BD meetings for the Private Client & Tax practice and report or present to the wider business as needed on recent and upcoming activities and strategies.
- Lead on (formal and informal) pitch processes.
- Work with the firm's lawyers to ensure the capture of deals information for external announcements and/or future use in credentials documents.
- Oversee budget allocation and reporting, ensuring optimal use of resources.
- Manage relationships with certain external market participants such as key publications and networking associations.
- Work with the associate group to identify and implement 'Next Gen' initiatives.
- Work with the BD Executive to manage administrative processes that support our BD activity, including through the proactive use of our CRM system.
- Establish efficient and robust BD processes across the team, working with the wider BD & Marketing team to establish and implement best practice consistently.
- Assess and report on ROI across all activities, communicating key learnings.
- Develop and maintain a working knowledge of the private client market through reading and attending external events, developing your own network of contacts in the industry.

#### **For the wider firm:**

- Work alongside the Head of BD, Chief Marketing Officer and wider team to meet firm-wide KPIs.
- Help and support others in the team on priority firm projects such as our Key Client Programme, our CRM initiative, our Private Capital campaign and our associates BD programme, as well as in relation to process improvements generally.
- Take lead responsibility for one or more of the firm's international desks.

## Person Specification

Our ideal candidate will possess the following attributes:

- At least 7 years' experience in a professional services environment within a partnerships structure, ideally with knowledge of the Private Client & Tax sector.
- Credibility and influence, instilling a sense of trust and confidence from stakeholders.
- Successful line management experience.
- Highly organised and able to deal with multiple priorities and urgent situations which may require a temporary shift in focus.
- Excellent communication skills, both written and verbal.
- Confidence working with all levels of seniority, with the ability to develop strong professional relationships.
- Proactive and assertive, with a determination to get things done.

- A positive attitude and energy.
- A strategic and creative thinker, especially when presented with a challenge.
- Reliability – does what they say they'll do.
- Able to remain calm under pressure, working to deadlines as needed.
- Excellent project management skills with a track record of seeing projects through to completion, bringing stakeholders with them.
- A desire to support, mentor and develop more junior team members, through education around best practice and coaching on soft skills.
- Commercially aware and sensitive to the needs of internal and external stakeholders.
- A team player who is willing to roll their sleeves up and help others as needed.
- Excellent understanding of Word, Excel and PowerPoint.
- Knowledge and experience of using CRM systems (such as InterAction) and EMS (such as Vuture).

You will be a confident communicator with a positive work ethic and the ability to build credible relationships with clients both internal and external. We are looking for an individual who presents themselves with professionalism and polish, who will inspire the confidence of clients and colleagues.



## Benefits



## Benefits

We reward our staff for their continued commitment to the success of this Firm with a comprehensive range of benefits. Fladgate have also adopted a hybrid model of both office- based and home working which is a discretionary benefit depending on the role and responsibilities.

On joining	<ul style="list-style-type: none"> <li>• Life assurance scheme – 5x annual salary (non-contributory)</li> <li>• Annual holiday entitlement – 26 days per calendar year (full time)</li> <li>• Flexible holiday scheme – buy up to five days extra holiday per annum (pro rata for part time employees)</li> <li>• Recruitment (staff introduction) bonus – £1,000 - 5,000</li> <li>• Personal training/yoga – free weekly sessions</li> <li>• Free online GP service – 24/7 video GP consultations</li> <li>• Yoga and physical training sessions</li> <li>• Hybrid working allowance</li> <li>• Everyday lifestyle savings via Vivup</li> <li>• IHG hotels discounts</li> </ul>
After 2 months	<ul style="list-style-type: none"> <li>• Group personal pension plan matching employee contributions of 4% - 5% (automatically enrolled)</li> <li>• Processed via salary sacrifice 50% of employer NI savings added to contribution</li> </ul>
After 3 months	<ul style="list-style-type: none"> <li>• Group income protection</li> <li>• Season ticket interest free loan</li> <li>• Private Dental Plan – payable through monthly payroll</li> <li>• Gymflex scheme</li> <li>• Eye test vouchers – every two years</li> <li>• Cycle to Work scheme</li> </ul>
After 6 months	<ul style="list-style-type: none"> <li>• Private medical insurance (PMI) for employee cover is employer-paid, however additional family cover is employee-paid</li> <li>• Marriage/Civil Partnership gift</li> <li>• Private Medical Insurance Scheme</li> </ul>

At Fladgate, we recognise the importance of an agile approach, not only in the way we work with our clients, but our employees also. Hybrid working at Fladgate varies depending on your role and responsibilities. As a general rule, for those who can work from home and have roles compatible with home working, we operate a hybrid pattern of two days remote working and three days office based.

## Family Friendly Policies

### Our aim

To create a culture where our people can thrive and feel supported at work. As such, the Firm's approach to parental leave is designed to ensure that anyone who is a parent or is expecting to be a parent has a positive experience prior to parental leave, during their parental leave and upon their return to work whichever type of leave they decide to take.

### Our parental leave policies cover:



#### Maternity

We offer both statutory maternity pay (SMP) and enhanced maternity pay (EMP), subject to eligibility. If eligible, EMP provides 100% of your salary in weeks 1-20 and 50% of your salary in weeks 21-32. Weeks 33-39 are at the government set rate (or 90% of salary, whichever is lower).

**Paternity** – The firm offer an Enhanced Paternity Pay (EPP) scheme. We offer up to 6 weeks paid paternity leave. This includes 2 weeks Ordinary Paternity Leave (OPL) and, subject to one year's continuous service, a further 4 weeks EPP - all paid at full basic salary.



#### Shared Parental Leave (SPL) – SPL

allows parents to take up to 50 weeks' shared leave in total, following the birth or adoption of a child.



#### Adoption and Surrogacy

Full details can be found in our staff handbook, which will be provided upon offer of employment.



**Ordinary Parental Leave** – Allowing up to 26 weeks unpaid leave for employees who have parental responsibility for a child / children.

\*further details of our family friendly policies can be found in the Staff Handbook

## Inclusion & Diversity

### Our focus

We know that to achieve our inclusion and diversity objectives we need to focus on a number of areas:

**Developing a diverse leadership** – We have a mix of different ethnicity and genders on our leadership groups. We are working hard to improve the gender balance of our partner team and we are striving for 30% female representation by 2025.

**Attracting a diverse workforce** – This means adopting a properly personal approach when connecting with those interested in joining our team including: ensuring fairness in our processes; working with those, like recruiters, who help us in this; a commitment that you will always meet male and female talent in our recruitment interviews.

**Engaging with everyone** in our team to ensure they are heard, supported and understood. Encourage everyone to develop their own voice in shaping our culture, their future and our service to clients. That might be working flexibly or that might be a specific career programme - everyone needs different things at different times.

[I&D at Fladgate](#) →

As the I&D Partner Lead of the Firm, I am acutely aware that our vision and values are built around the word 'personal'. We are a people business dependent on brilliant client relationships. Inclusion and diversity objectives are therefore not 'soft' business aspirations, they are fundamental to our success.

Helen Curtis-Goulding  
I&D Partner Lead



## Wellbeing

The Firm recognises the importance of the health and wellbeing of all our people and that it can play a part in promoting an environment which allows everyone to flourish and reach their full potential.



### Physical Health

- Optional dental insurance
- Eye care vouchers
- Flu jab vouchers
- Weekly personal (group) training or yoga sessions
- Gym membership and fitness activity discounts
- Cycle to work scheme
- Menopause care via Stella app
- Bupa private medical insurance (optional benefit to join after six months' service)



### Financial Health

- Group personal pension and group income protection scheme
- Life assurance (5x annual salary) scheme
- Season ticket loans
- Fee-earner bonus scheme
- Client introduction bonus scheme
- Recruitment bonus
- Access to everyday lifestyle discounts, via the Vivup app
- Financial management workshops inc. mortgage and pension management



### Mental Health

- Employee Assistance Programme (EAP), available 24/7 and 365 days a year
- Counselling and CBT sessions available via the EAP
- Annual holiday entitlement and flexible holiday scheme, with the opportunity to buy up to an additional weeks' holiday
- Resilience and stress management training
- Mental health awareness talks and training sessions
- The option to mix office-based and home working as a regular pattern of your working week



### Social & CSR

- Sports and social events, organised by our Sports & Social Committee throughout the year inc. summer and winter parties, bowling nights and quizzes
- CSR committee and fundraising activities
- Flexible working policy
- Loyalty holiday bonus, rewarding long service
- PRIME work experience opportunities
- Student mentoring for LPC and GDL students at the University of Law

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