

Business Development Manager – Regulatory

Marketing Department

Summary: Spanning more than 30 practice and industry areas, Covington has one of the largest and most comprehensive regulatory practices in the world. We are looking for a strategic, results-oriented business development manager to support the business development strategy for a number of key practices including ESG, Energy, Environmental, Business and Human Rights, and Advertising and Consumer Protection Investigations. This position will work closely with the Assistant Director of Business Development for Regulatory, the practice and industry group leaders, and the broader Marketing and Business Development team to ensure effective business development, marketing, and external communications programs.

Email resume [Here to Apply](#)

Qualifications:

- Bachelor's degree in business, marketing, communications, or related field.
- Minimum of three years of experience in professional services marketing and business development. Demonstrated background of accomplishment in marketing and business development. Previous law firm experience is highly desirable.
- Excellent interpersonal skills and written and oral communications skills.
- Demonstrated leadership and proactivity/initiative.
- High level of accountability for all work product and ability to effectively juggle multiple projects.
- Experience supervising direct reports a plus.

Duties and Responsibilities:

Strategy and Business Planning

- Work alongside senior attorneys on strategy for assigned practice and industry groups.
- Work with key attorney stakeholders and other Marketing & BD team members to develop and monitor business plans ensuring that plans have clearly stated milestones and are tied to the firm's business goals.
- Develop and monitor marketing & BD budgets for assigned groups.
- Work with practice and industry group leaders on preparation and follow-up for quarterly meetings with the firm's Management Committee.

Business and Client Development

- Work with other Marketing & BD team members, as well as key attorney stakeholders, to identify clients and contacts who should be targeted for specific opportunities.
- Work directly with attorneys to implement business development initiatives and programs around new business generation with existing clients and prospects.
- Prepare targeted client pitch materials, including responses to RFPs, and conduct preparatory sessions with attorneys prior to client meetings.
- Leverage the firm's Marketing Research team to analyze market opportunities and assist attorneys/groups with preparation for client meetings.
- Coordinate with members of the BD team on cross-practice pitches and other efforts.
- Work with members of the Client Relationship Manager program to maintain and expand relationships with key firm clients.
- Support strategic and logistical aspects of the lateral integration planning process for new lateral attorneys in assigned practices.

Qualifications (Continued):

- Ability to provide consistent and high-quality work under tight deadlines and other pressures while maintaining a professional demeanor.
- Experience and facility with information technology and software for marketing, including databases and knowledge management tools.
- Proficiency with Word, PowerPoint, and Excel required. Salesforce a plus.

Duties and Responsibilities (Continued):

- Identify and evaluate external sponsorship and speaking opportunities and ensure effective participation.
- Recommend thought-leadership and CLE programs for clients and prospects.

Marketing

- Provide support for events, including concept development and specified logistics and follow-up.
- Ensure well-written, updated representative client lists and matters/deal descriptions.
- Draft concise, targeted submissions for relevant practices for directory listings and other awards, including Chambers.
- Assist with editing firm and practice group client alerts and other communications.
- Develop practice-specific and geographic-focused marketing material.
- Develop and maintain website content, brochures, and other external communication pieces related to relevant practices.
- With support from the CRM team, develop and maintain segmented client and prospect mailing lists.
- Work closely with and assist with supervision of regulatory BD specialists.
- Uphold high standards of confidentiality, discretion, and integrity, particularly with respect to all sensitive and/or confidential firm and client information to which this position will have access.

Status: Exempt

Reports To: Assistant Director of Business Development – Regulatory

Salary: \$170,000 - \$249,500 (dependent on experience)

Workplace Type: Hybrid

Covington & Burling LLP is an equal opportunity employer and does not discriminate in any aspect of employment, including hiring, salary, promotion, discipline, termination, and benefits, on the basis of race, color, ethnicity, religion, national origin, gender, gender identity or expression, age, marital status, sexual orientation, family responsibility, disability (including physical handicap), or any other improper criterion.

Covington will consider qualified applicants with arrest or conviction records for employment in accordance with applicable laws, including the California Fair Chance Act, the Los Angeles Fair Chance Initiative for Hiring Fair Chance Ordinance, the Los Angeles County Fair Chance Ordinance, and the San Francisco Fair Chance Ordinance.