

Marketing & Business Development Coordinator | French Desk

Company

Our client is a legal consulting firm based in Shanghai, they specialize in providing legal services to European, especially German-speaking companies in China for investment and trade, as well as cross-border M&A. The firm has accumulated a wealth of successful experience and outstanding competitive advantages in this field.

Responsibility

As a Marketing & BD Coordinator, you will be aligned to a small number of sectors and, our French Desk and you will deliver a wide range of activities to support our teams. Acting in a pivotal role you will be required to deputize for senior sector and practice group Marketing & BD colleagues, provide advice and guidance direct to our partner/lawyer community and be able to manage workflow.

The main responsibilities are:

- Support across areas of the pitch process including research, client, and competitor analysis, writing tailored responses, and preparing teams for pitch meetings
- Lead on the production of sales and marketing support materials
- Support the implementation of actions arising from the sector and practice business plans
- Support event and webinar planning including the creation of invitations, presentation materials, and delegate lists
- Prepare briefing materials and client targeting analysis ahead of events and support follow up activity
- Support the coordination of digital activities including client e-alerts, publications, and newsletters
- Track and follow-up firm marketing and business development leads
- Represent the firm at events
- Respond promptly to customer inquiries
- Communicate with clients especially from French speaking countries through various channels
- Communicate and coordinate projects with colleagues as necessary
- Ensure client satisfaction and provide professional client support

Requirement

- You will have worked in professional services in a marketing and business development role for a period of 12 to 24 months.
- You will have worked across all channels of marketing including, social media, events, creation of award submissions and have had exposure/input into bids and pitches.
- You must also have a high attention to detail; be flexible, committed, and enthusiastic and have a client focused approach and be fluent in French and English, Italian or Spanish capabilities is a plus.

Please send your resume to: sh-recruitment@ccifc.org