



**THREE CROWNS LLP**

**ROLE PROFILE: BUSINESS DEVELOPMENT AND MARKETING EXECUTIVE**

**LOCATION: LONDON**

### **Three Crowns overview**

Three Crowns was founded in 2014 by specialist international arbitration advocates in the belief that international disputes call for focused advice and advocacy. The firm engages primarily in complex, high-value disputes, and counts among its clients many industry leaders and sovereign states. The firm has grown significantly in each of its offices – London, Paris, Washington, DC, and Singapore – and now comprises over 100 people, including 15 partners.

The firm seeks to hire a hands-on Business Development and Marketing Executive. The successful candidate will receive mentorship and training from the BD and Marketing Manager. This opportunity will suit candidates looking to gain experience and exposure to one of the leading, global international arbitration brands.

### **The role**

The Business Development and Marketing Executive will work closely with the firm's Business Development and Marketing Manager, Practice Manager, and Practice Management Assistant to (i) provide day-to-day support for the firm's business development and marketing activities, (ii) contribute to the planning of the firm's business development and marketing strategy, and (iii) implement initiatives consistent with that plan.

Responsibilities will include:

- Supporting the firm's participation in pitches, bid management, and contributing to the progression of new business opportunities.
- Manage external events including client entertainment, seminars, roundtables, and other sales opportunities in London and Paris as required.
- Support in the delivery of information dissemination to the partnership including those relating to firm-wide BD/marketing efforts.
- Ideation, creation, proofing, and posting of content for multiple communications outlets including intranet, website, and social media channels.
- Maintain and update content on the firm's website, including lawyer profiles and experience updates.



- Support and contribute to the ongoing development of website project.
- Support and contribute to the CRM integration and visual brand asset update projects.
- Support and contribute to the planning of firmwide international retreats.
- Assist with legal award and directory submissions across all offices, including the drafting of these submissions and coordinating referee communications.
- Maintain internal content such as lawyer profiles, pitch database, and client contact database.

This individual will report to the firm's Business Development and Marketing Manager, based in Singapore. Some international travel may be required, so candidates should have a current passport.

### **Skills and knowledge**

Competitive candidates will possess:

- 3-5 years' business development or marketing experience gained within a law firm. International arbitration or disputes experience is desirable.
- Excellent written and verbal communication skills.
- Strong attention to detail.
- Experience working collaboratively with lawyers.
- Strong work ethic.
- Initiative and proactivity.
- Strong academic background.
- Able to prioritise and multi-task particularly when working under pressure and to tight deadlines.
- Full business proficiency in English. Full proficiency in other languages, such as Spanish or French, can be a plus.
- Proficiency with relevant tools such as Microsoft 365 Suite (Word, Excel, Powerpoint, Sharepoint, Teams) and MailChimp a plus.