



**THREE CROWNS LLP**

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

**LOCATION: LONDON, PARIS OR WASHINGTON, DC**

### **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. With offices in London, Paris, Washington, DC, and Bahrain, the firm now comprises 12 partners and over 100 total employees.

The firm seeks to hire a Business Development and Marketing Manager to play a leadership role in the firm's business development, marketing, and knowledge management activities.

### **The role**

The role will involve working closely with the firm's senior management and within a team that includes a Business Development and Marketing Coordinator and Practice Manager (the "Practice Team"). The Business Development and Marketing Manager will be responsible for leading and supporting business development and knowledge management activities.

Responsibilities will include:

- Working closely with the firm's leadership to define the firm's business development and marketing strategy with advice and research on prospective and existing clients, local counsel in target markets, competitor activity and market trends.
- Assisting with the firm's pitch submissions, bid management, progression of new business opportunities, and marketing activities.
- Managing external events including client entertainment, seminars, roundtables, and other sales opportunities at various international locations.
- Assisting with internal events such as the firm wide retreat, partner retreats, ensuring internal support is used.
- Preparing news descriptions and other copy for website, as well as LinkedIn updates.
- Identifying potential PR/press opportunities based on firm hires, initiatives, and successes.



- Creating and managing budgets for business development, marketing, and event-planning activities within firm.
- Assisting with the gathering of, reviewing and maintenance of precedents and standard form documents and the distribution of them through firm's internal knowledge management database.
- Providing regular firm-wide updates on developments in international arbitration ensuring lawyers are up to date on current legal and practice.
- Assisting with the identification and preparation of targeted client alerts.
- Supporting and inputting into broader client engagement activities including thought leadership creation, events, CLE/CPD, and other like activities.
- Assisting with the firm's training and development programmes.
- Assisting with the broader capturing of metrics that relate to matter management and business development.

### **Skills and knowledge**

Competitive candidates will be experienced professionals within the legal industry. They will possess:

- Prior law firm business development experience, particularly as part of an international disputes team.
- Practice experience as a commercial lawyer a strong plus.
- Experience working collaboratively with law firm partners.
- Excellent written and verbal communication skills.
- Excellent interpersonal skills.
- Strong attention to detail.
- Initiative and proactivity.
- Strong academic background.
- Demonstrable ability to develop relationships with internal and external clients.
- Able to prioritise and multi-task particularly when working under pressure and to tight deadlines.



- Full business proficiency in English. Additional languages such as Spanish, or French desirable.
- Strong understanding of legal database market is a plus.