



THREE CROWNS LLP

ROLE PROFILE: BUSINESS DEVELOPMENT AND MARKETING MANAGER

LOCATION: SINGAPORE

Three Crowns overview

Three Crowns LLP is a law firm that 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, with a new office opening in Madrid later this year – and now comprises over 130 people, including 16 partners. Across jurisdictions, it is regarded as a market leader.

The firm seeks to hire a hands-on Business Development and Marketing Manager who has particular experience of the Asian market. This opportunity will provide exposure to one of the leading, global international arbitration brands, and will suit an established Business Development and Marketing Executive who is looking to step into a more senior role or a current Manager who is looking to further their career.

The role

The Business Development and Marketing Manager will report into the firm's Director of Practice and will work closely with the firm's Business Development team across offices 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:

- Leading BD/marketing efforts in Asia and working closely with fee-earners from across the network on projects and initiatives focused on this region.
- 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 as required.
- Creating and managing budgets for specific projects.
- 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, including the drafting of these submissions and coordinating referee communications.
- Maintain internal content such as lawyer profiles, pitch database, and client contact database.

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.
- Strong project-based mindset.
- Full business proficiency in English. Full proficiency in other languages, such as Mandarin, can be a plus.
- Proficiency with relevant tools such as Microsoft 365 Suite (Word, Excel, Powerpoint, Sharepoint, Teams) and MailChimp a plus.