

## Job Specification

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| <b>JOB TITLE:</b>      | <b>Business Development Assistant – Banking &amp; Funds</b>                                                           |
| <b>DEPARTMENT:</b>     | <b>Business Development &amp; Marketing</b>                                                                           |
| <b>LOCATION:</b>       | <b>Aberdeen, Edinburgh, or Glasgow</b>                                                                                |
| <b>HOURS:</b>          | <b>Monday to Friday<br/>Full-time<br/>Permanent</b>                                                                   |
| <b>RESPONSIBLE TO:</b> | <b>Business Development Manager – Banking &amp; Funds</b>                                                             |
| <b>PURPOSE:</b>        | <b>To assist and support the Business Development Manager in delivering a range of BD &amp; Marketing initiatives</b> |

### 1. Main duties and responsibilities:

- To assist in the daily activities required to provide practical BD & Marketing (BD&M) support to Banking & Funds covering the full range of BD & Marketing activities.
- To provide support in scoping and implementing specific BD&M objectives from the Banking & Funds business plans.
- This role will be varied working with lawyers and the BD&M team on a day-to-day basis.

### 2. Key responsibilities:

- To provide research on clients, targets, and sectors to support in delivering effective BD initiatives.
- Create, update, and edit teamsheets, credentials, pitch documents for clients in accordance with the firm's brand guidelines.
- To support coordination of legal directory entries for sector/divisions in line with partners, authors, and the BD&M team.

- Assist with the execution of a range of internal & external communications (across all comms channels) to support BD&M initiatives.
- Events and seminars - assist with the planning and delivery of client, target and intermediary events for the division, and the wider firm as appropriate, working with the wider BD&M teams.
- CRM - working with the BD&M team ensuring that mailing and distribution lists are managed in line with GDPR regulations and ensuring all BD activity is correctly recorded, managed, and tracked to enable effective reporting and analysis.
- To monitor and track the divisions BD budgets on a monthly basis.
- To support any other firm BD & Marketing projects as required.

### **3. Personal Attributes:**

- Excellent organisational and communication skills.
- Good written skills, with attention to detail.
- Personable and enthusiastic.
- Good Microsoft skills and willingness to learn new BD&M relevant software packages.

This job specification is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and jobholders will be expected to carry out other duties assigned which are appropriate to the position. The duties as described may be altered as necessary by the firm.