

JOB OPPORTUNITY AT FRASER MILNER CASGRAIN LLP

POSITION: Business Development Specialist
DEPARTMENT: Marketing Shared Services
REPORTS TO: Director of Client Service & Business Development
OFFICE LOCATION: Toronto

Fraser Milner Casgrain LLP is seeking a **Business Development Specialist** in Toronto to join the Client Service division of the Marketing Shared Services Department. The Client Service division of Marketing & Business Development works to help FMC reach its goal of client service excellence by supporting the development of institutional client relationships. The Business Development (BD) Specialist will report to the Director of Client Service & Business Development and act as the key BD support for the Toronto office. The BD Specialist will be required to work closely with colleagues in other offices to coordinate national activities. The BD Specialist will develop a strong knowledge of the Toronto office – its expertise, capabilities, lawyers and clients and will be responsible for building relationships, coordinating efforts, organizing people, disseminating information, and tracking progress. While the role is expected to be more internally focused, there may be opportunities to build in more client facing components.

Responsibilities

Strategy & Planning

- Assist with the development and implementation of a local office strategy and business plan if required;
- Work with Toronto National Initiative (NI) Leaders on developing annual business plans / budget requests and lead implementation of local components of those plans. Work with BD colleagues in other offices on implementation of national components of those plans;
- Monitor new matters for the Toronto office, tracking new clients and following up with partners to determine how work was won. Develop an understanding of the key industries that dominate the Toronto marketplace.

Project Management

- Act as lead on proposals originating from the Toronto office. Requires working with lead lawyer(s) to write content, develop pricing strategies, manage the submission, and organize presentation rehearsals and win/loss reviews;
- Manage the local implementation of tactical activities driven by annual business plans, such as events, sponsorships / conferences, directory listings, and advertising, working with a wide variety of team members from across Marketing & Business Development on execution;
- Actively participate in BD meetings for Toronto-led NIs, preparing agendas as necessary, tracking resulting action items and monitoring progress on action items;
- Assist with regular communication and information sharing within the Toronto office, while assisting with profile raising;
- Track the results of business development activities and report on ROI, including utilizing Interaction (CRM) where applicable.

Client Feedback & Client Service

- Support the Director of Client Service & Business Development and Toronto lawyers with the implementing of action plans resulting from relationship reviews and other forms of client feedback. Potential long-term opportunity to develop and train in the area of client feedback and participate in client interviews;
- Flowing from client feedback, work with Client Programming to develop tailored training for local clients related to most pressing business and legal issues;

- Work closely with key stakeholders in Toronto to share best practices resulting from client feedback;
- Act as an ambassador for client service in all interactions both internally and externally;
- Pro-actively work to be at the heart of BD initiatives in Toronto and where possible, build relationships directly with key clients.

Requirements

- University degree or college certificate, major in Marketing or Business preferred
- Minimum five years in marketing or business development position(s), ideally with some experience from professional service firm environment
- Strong business acumen and experience working within a professional services environment
- Experience developing strategic and tactical plans and managing budgets
- Experience with marketing tools and applications used in a legal marketing setting
- Ability to communicate with internal clients and external key players in relevant associations, potential clients, and all members of the Firm
- Ability to work well under pressure, prioritize, and successfully handle multiple projects
- Superior organizational skills and the ability to follow through
- Highly motivated, independent self-starter with capacity to work in a team environment
- Excellent analytical and research skills
- Excellent writing, grammar, proof reading and editing skills
- Willingness to learn new applications and processes as they are implemented
- Professional demeanor
- Functions at a high level in Microsoft Office Suite and other software programs

Please send your cover letter and resume to:

Human Resources Department
Fraser Milner Casgrain LLP
HR Fax: 416-361-2387
toronto.human.resources@fmc-law.com

*We thank all applicants; however only candidates selected for an interview will be contacted.