

CONNECTING THE RIGHT PEOPLE AND PLACES

Appleby (Bermuda) Limited, a leading offshore law firm, provides legal, fiduciary and administration services to many leading global organisations.

Business Development Manager

Appleby requires the services of a Business Development Manager to provide strategic support to Appleby's core Practice Groups (Corporate and Dispute Resolution). The role will be based in Bermuda but it will be part of a regional team supporting the Atlantic and Caribbean offices. The successful candidate will have the vision and experience to work across Appleby's international platform.

- Work with practice group members to develop and implement the practice groups' business plans, setting objectives and implementing strategies to achieve objectives
- Provide fee earners with business intelligence on new business opportunities, market trends and competitive threats
- Provide support to fee earners in their business development efforts in relation to business development trips and conference attendance
- Work with the Marketing Director to effectively implement the Appleby referrer and key client programme for the core practice groups
- Research and profile existing and prospective clients and referrals to aide business development efforts
- Maintain a deals database and record matters for precedent, marketing and business development preparation
- Assist with the preparation of deal lists for various corporate sectors as well as specific geographical and industry sectors
- Work with Marketing Communications colleagues to coordinate the scheduling and submission of a number of legal directories
- Update print and digital marketing materials to ensure content reflects the substantive strengths and activities of the Practice Groups
- Manage the content development for pitch materials and presentations
- Budget management

Knowledge, skills and experience required:

- A minimum of 5 years' marketing and business development experience, with at least 2 years' management experience. A marketing or business degree and/or post graduate marketing qualification
- Must possess research, writing and project management skills with impeccable attention to detail
- Must be able to embrace technology and learn marketing systems that underpin the firms Business Development and Marketing Communications initiatives
- Must be proficient in the use of interaction (or similar CRM systems) and have good working knowledge of Microsoft Office and the internet
- Be a team player who also works well individually
- Have evidence of having worked in an environment where reward is linked to financial targets and other performance measures
- Possess excellent organisational and communication skills, both oral and written, and have a high level of interpersonal skills and the ability to demonstrate creativity and initiative
- Willingness to travel internationally if required and work outside of normal office hours when the business requires

Appleby Services (Bermuda) Ltd. is an affiliate of the Appleby Group and is a leader in providing corporate and trust administration services to local and international companies, partnerships and trusts.

Senior Marketing & Business Development Executive

Appleby is looking for a highly motivated and detailed Senior Marketing & Business Development Executive to join its Marketing team. The successful candidate will play a critical role within the marketing team by providing various levels of support in addition to being primarily responsible for strategic, tactical and administrative functions.

- Coordinates the local public, community and media relations and advertising efforts, including identifying opportunities, building relationships, assisting in the identification of authors and topics for upcoming features in target publications, drafting press releases, ad copy, award submissions and data management
- Assists the Global Head of Business Development & Marketing in the development of marketing plans, budgets and special projects
- Plays a critical role in coordinating the firm's marketing knowledge and materials by building relationships and coordinating with other business services departments and effectively using the firm's internal systems, website and other databases
- Conducts research and market analyses; gathers information on potential key clients and target markets for the purpose of developing new products and/or service lines
- Assists with the development of the company brand, as well as monitoring and evaluating opportunities for raising the company's profile
- Assists with the coordination and facilitation of internal training sessions

Knowledge, skills and experience required:

- A university degree in Marketing or Business Administration
- A minimum of five years' experience in marketing and/or business development, preferable with at least three years' in a professional services environment
- Experience and strong working knowledge of a CRM database
- Advanced knowledge of design packages such as InDesign and or Photoshop
- Ability to demonstrate high levels of creativity and initiative
- Excellent client relationship, communication and interpersonal skills
- Detail orientated with strong organizational skills and a proven ability to meet deadline and manage priorities

Please apply online by registering in the Careers section (Positions Available) of our website at applebyglobal.com before **17 September 2015**.



APPLEBY
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2017 AMERICA'S CUP

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