

Business Development (BD) Senior Executive/ Manager

About the role

Role Title	Business Development (BD) Senior Executive/ Manager
Business Services Function	Business Development, Marketing and Communications (BDMC)
Role Type	Full-time, Permanent
Location	Ho Chi Minh City
Cost Center	SGN1PBD011
Role purpose	<p>To be the first point of contact for the BDMC inquiries in the Ho Chi Minh City office, execute business development and marketing initiatives for the Vietnam offices, and work with partners in Vietnam to implement country strategy and business plans to increase revenues and profitability for the firm.</p> <p>The Role Holder will work closely with the wider BDMC team in Asia. Although this is predominantly a Vietnam-focused role, the nature of how the BDMC team operates in Asia means that an international and collaborative mindset is imperative.</p> <p>This is an exciting opportunity for business development, sales, or marketing professionals with strong experience, preferably in a professional services environment.</p>

Main responsibilities

Business Development

- Prepare, coordinate and finalize pitches and capability statements for clients, working with a lead Manager or Partner, coordinating input from other contributors, and giving input into cross-border pitches as required
- Regularly update pitch collateral, ensure promotional pitch data is up to date and fit for use for the Vietnam offices
- Regularly engage with business associations/ communities such as Amcham and Eurocham, including attending key networking events and liaison regarding collaboration opportunities
- Assist in the coordination of events such as internal pieces of training, internal meetings, client conferences, client visits, and sponsored events as required
- Prepare, coordinate and finalize key legal directory and awards submissions, coordinating and preparing Partners for interviews
- Undertake research and provide business, industry, client, and competitor intelligence and analysis regularly
- Assist with tracking and reporting of BD activities
- Prepare reports or summaries regarding BD activities and performance
- Prepare deal summaries and profiles for external profiling and reporting

- Prepare marketing collateral as requested
- Support the development and implementation of specific business and client plans
- Support the Partners on marketing and business development strategies as requested, to assist with client relationship management, client acquisition, and profile-raising
- Support Vietnam's key clients and work with the core client teams to develop and strengthen the client relationships

BD Promotion

- Build a personal profile, visibility, credibility, and influence with Partners and identify opportunities to promote the BD function, its expertise, and capabilities
- Build cooperative working relationships with BDMC colleagues across the region and contribute to team initiatives and maximize the BD function's effectiveness
- Foster and maintain good working relationships with all key internal stakeholders

BD infrastructure

- Database management – Create, maintain and work with lawyer teams to update membership lists, client contacts, mailing lists, deals databases, and so forth
- Report to relevant Partners and team members on the progress of relevant BD initiatives
- Organize and coordinate appropriate meetings and conference calls as required, with full responsibility for arranging supporting materials, following up on BD actions, and administrative preparation for the relevant practice groups
- Deal with financial issues for the practice group relating to BDMC, i.e. payment of accounts

Travel requirements

None

About the team

Function

The BDMC function works closely with our Clients, Partners, and leadership teams to:

- Increase our revenue, profitability, and share across markets, industries and clients
- Enable us to win, retain and grow business through powerful pitches, engaging thought leadership and strong client relationship management
- Lead market & client intelligence efforts to identify growth opportunities and drive business development through these, creating new service line opportunities in industry and practice groups

	<ul style="list-style-type: none">▪ Channel the Baker McKenzie brand, identity, and culture through a single communications voice
You will report to	Head of BDMC
Your direct reports, if any	N/A
Key relationships	<ul style="list-style-type: none">▪ BDMC team members▪ Vietnam partners▪ Partners, associates, and staff relating to the appropriate PGs▪ Regional and Global BDMC team members▪ Other Professional & Business Services colleagues

About the candidate

Technical skills, qualifications and experience

- A degree (Bachelor or higher) preferably in business administration, sales, or marketing
- Strong experience of working in a professional services or financial services environment
- Excellent proficiency in spoken and written English and the confidence to communicate well in a multi-cultural, multi-level environment; Vietnamese language skills would be advantageous
- High level of commercial acumen and strong analytical skills
- Ability to influence and negotiate with the Partners to achieve objectives
- Ability to re-adjust and re-organize plans and priorities due to last-minute changes
- Excellent problem-solving skills and ability to react quickly to resolve issues

Candidate Attributes

- Consistently produces quality work and pays close attention to detail
- Ability to multi-task and work on a variety of projects at the same time under pressure
- A self-starter who can demonstrate a proactive and positive attitude to their work
- Takes personal responsibility for tasks
- Ability to build a personal profile, ensure visibility, work with credibility and influence the Partners and internal colleagues to promote the BD function, its expertise, and capabilities
- Is savvy in understanding and adapting to the expectations and needs of different cultures within the Firm
- Ability to work with all levels of stakeholders and professionals in an organization both in-person and remotely

Personal qualities

- Maintains a courteous and professional manner in all dealings

These personal qualities represent the shared characteristics of high performers across Baker McKenzie, regardless of job level and location.

Know-how

- Demonstrates the ability to identify the real issue, and to anticipate requirements and potential consequences; distills a range of possibilities by thinking in a considered, prudent manner
- Has a capacity to take on new ideas and develop knowledge and think holistically about business and address media, analyst, employee, and client audiences
- Able to move through a variety of tasks requiring different approaches, knowledge, and expertise, with the agility of mind and capacity for analysis and synthesis

Dedication

- Driven by a strong personal sense of integrity and upholds exemplary quality standards
- Prepares thoroughly, takes responsibility, uses initiative, and is self-reliant to ensure work progresses to the fullest extent possible
- Hardworking and diligent with a keen understanding of client demands
- Demonstrates composure when dealing with difficult situations

Personal Impact

- Uses complex, coordinated influencing/negotiation strategies, adapted to people, organizations, and/or the situation, e.g. networks
- Leverages direct reports to facilitate increased collaboration across the organization
- Builds partnerships based on a common agreement that acknowledges individual differences but creates a new commonality beyond root belief large-scale
- Creates a positive impression at all times; develops relationships through collaboration and reciprocity
- Negotiates to achieve mutually satisfactory outcome; shows good judgment on when to stand strong and when to compromise
- Invests in, nurtures, and builds a network of productive relationships

Humanity

- Respectful to others, regardless of their position, and earns the respect of others by being transparent
- Has care and concern for others and a genuine interest in others as people
- Treats delicate or confidential issues with discretion



About Baker McKenzie

Baker McKenzie helps clients overcome the challenges of competing in the global economy. We solve complex legal problems across borders and practice areas. Our unique culture, developed over 65 years, enables our people to understand local markets and navigate multiple jurisdictions, working together as trusted colleagues and friends to instill confidence in our clients. This is an exciting time to join us as we invest in and further develop our Professional & Business Services organization, providing rewarding and challenging career opportunities in all of our world-class business functions.

We are committed to promoting diversity and inclusion for all. Our unique international culture is reflected in the drawing together of a worldwide family of individuals from diverse cultures and backgrounds in all of our offices. We encourage the best people -- regardless of race, religion, or belief if any, gender, gender identity, disability, sexual orientation, or age -- to fulfill their professional aspirations with us.