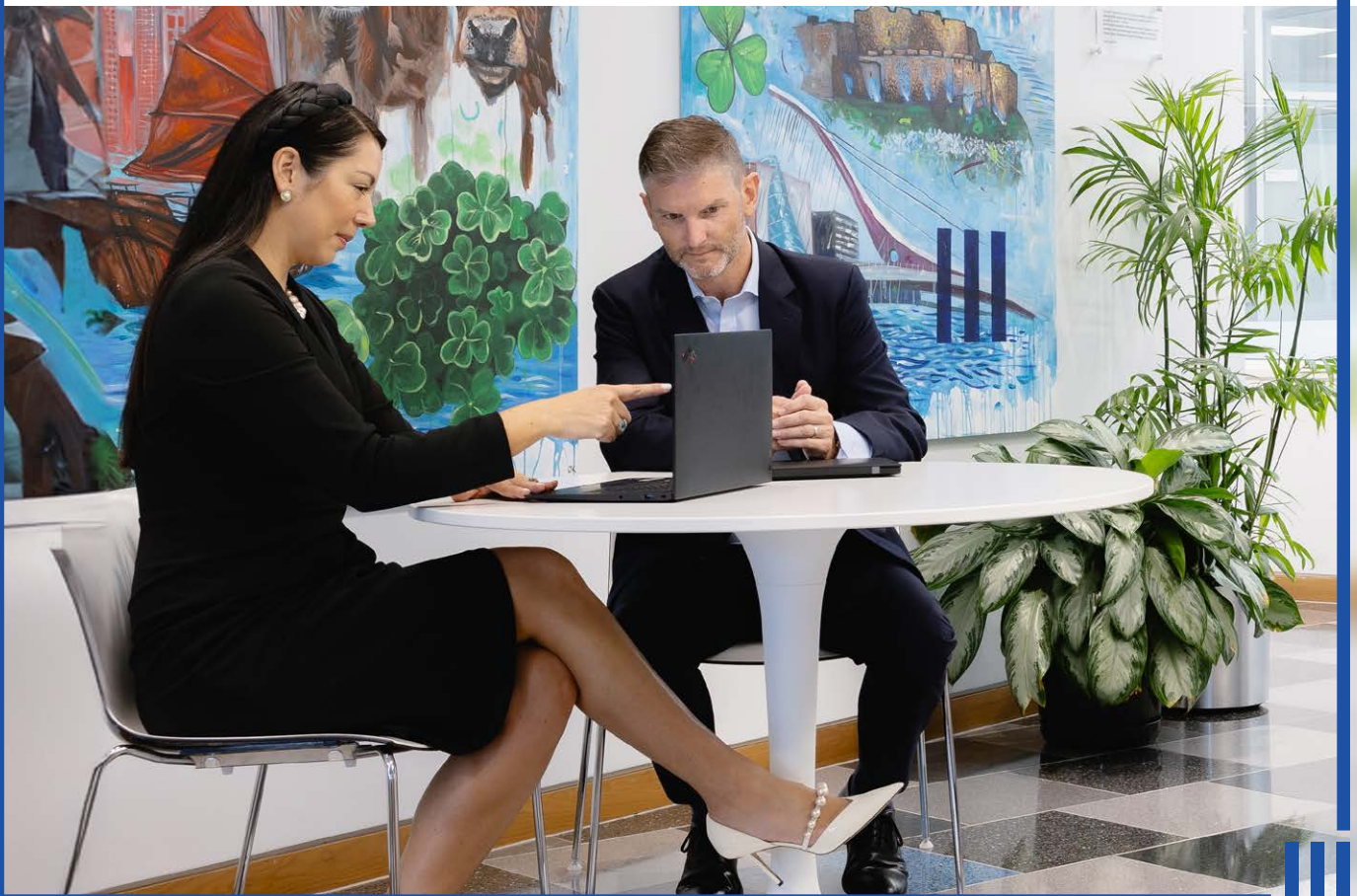


Senior Marketing and Business Development Manager (Americas)

Cayman Islands



About Walkers

We are a leading international law and professional services firm providing legal, corporate and fiduciary services to global corporations, financial institutions, capital market participants and investment fund managers. With a global presence spanning the Americas, Europe, the Middle East and Asia, we advise on the laws of Bermuda, the British Virgin Islands, the Cayman Islands, Guernsey, Ireland and Jersey.

Our clients are the most innovative firms and institutions across the financial markets and rely on us for our ability to provide solutions to their most important legal and business issues. We are consistently ranked in the top tier of the leading global legal directories.

We treat everyone as the intelligent professional they are. Our approach is to trust and empower our people to deliver consistently and enable them to succeed. Diversity is our secret weapon – it's the sheer breadth of Walkers people that makes us who we are – gathered from across the globe and fluent in languages, jurisdictions and cultures that help us to mirror our clients and keep our own thinking in tune with the world in which we operate.

About Walkers in the Cayman Islands

Walkers was established in the Cayman Islands in 1964 and is the largest law firm on island, providing the full range of legal and governance services to international clients using the jurisdiction. With more than 500 people located in the firm's iconic building, Walkers is recognised as a leading employer on island.

We offer a supportive work environment with a diverse, inclusive and collaborative culture. We have a long history of nurturing talent and investing in professional learning and development. Recently we celebrated 40 years of our Legal Training Programme and welcomed 10 Caymanians into Articled Clerk programme in the Cayman office.

There is a "dress for your day" dress code in the office. The benefits package includes "Walkers abroad" which enables employees to work from their home country for up to 10 days per annum, on market leave allowance and pension.



OVERVIEW OF ROLE

The position of the Senior Marketing & Business Development Manager is to develop and execute the business development programme for the firm's legal practice groups across the Americas region in line with the firm's overall business development and marketing strategy.

Duties, Responsibilities & Person Specification

- Build and implement practice specific business development plans which will lead to growth across the assigned practice areas within our key markets.
- Oversight of the M&BD budgets, steering the budget planning and business planning process across the practice areas together with practice heads.
- Gathering and analysing internal and external information on key clients/targets, making data-informed decisions to drive business development and marketing activity.
- Lead account management efforts for a portfolio of global clients.
- Project management of our most significant marketing and business development campaigns, embedding ownership of responsibilities and task delivery across the junior team and maximising the return on investment of key sponsorships.
- Development and implementation of digital campaigns to support the marketing and BD goals of the practice areas.
- Manage junior line report(s) to achieve the BD and marketing strategy and to successfully implement plans, as well as demonstrably developing their skills and capability over time.

Education, Skills & Experience

- The ideal candidate will have a strong understanding of the finance and/or asset management industries, and effective B2B business development strategies for targeting the financial services sector.
- Minimum of 10 years of experience working in marketing or business development role, including a minimum of five years working in a global law firm or professional services firm.
- Proven ability to achieve goals and results in a Partnership environment.
- Experience in managing and developing a team of direct reports.
- Proficiency in the Microsoft suite, including Word, Excel and PowerBI is essential.
- Knowledge of CRM systems (e.g. InterAction), mailing platforms (e.g. Vuture) and CMS (e.g. Sitecore).
- Good understanding of digital landscape and how this can be utilised to support business growth for a professional services firm.

Q&A with Heather Vadgama Chief Marketing Officer



Why is this an exciting time to join Walkers?

Firstly, there is a lot happening in the financial services and investment funds industries which are key markets for us. Our legal services are in high demand especially in areas such as regulatory and digital assets. An active and buoyant market translates to lots of opportunity for our clients and therefore the services and advice we provide them.

The Marketing, BD and communications team is at the forefront of helping the firm respond quickly to the dynamics of the market. We are leading on the implementation of the firm's Growth Strategy, which requires people with a strong BD mindset and comfortable with digital strategy and new technologies to help us succeed. This is because professional services buying behaviours are changing. Clients have more choice today than ever before, they are digitally savvy, and it remains difficult to distinguish one firm's brand from another. Firms need to invest in smart strategy and talent to win in the market. Walkers is highly invested in the marketing, BD and communications team and we've seen growth of more than 50% in three years. In recent years we've brought exciting new roles to the team recognising the changing market including a global director of BD, marketing campaigns manager and marketing analysts.

How does the global BD & marketing team work together?

We've built a combined marketing, BD and communications team that is located across time zones and shares ideas and best practice and collaborates on global projects. While every team member has a clear remit and focus, we support each other to succeed. The convergence of BD, marketing and communications to drive growth in today's market means that we need to bring people with different skillsets and experience together to deliver on bigger projects with a global impact, whether that's the build and ongoing development of the website, a global conference sponsorship, or campaign.

Structurally we have three marketing, BD and communications teams which are in and drive efforts for Asia & Middle East, Europe and the Americas. A team of specialists in business development, communications, marketing campaigns, brand development, business analysis and marketing technology work globally to bring best practice and consistency across the firm.

I believe that we will achieve more by working together, and that people who know and understand each other will work better together. Therefore taking time out to develop interpersonal relationships is important. We've continued a tradition built during the pandemic and look forward to a monthly virtual coffee with a different member of the team to develop international relationships. Quarterly we hold global Town Hall meetings to showcase ideas and discuss matters of importance to the team, and there are regular connections between those holding practice group marketing and BD roles in each region so that we can maximise the effectiveness of all that we do.

How would you describe the culture?

Best described as a flat structure which gives you access and collaboration opportunities with senior stakeholders, and recognition for the value you bring to the business rather than the hours you work.

How integral is this role to the broader business of Walkers?

The jurisdictions the firm operates in are important for global financial markets, and Walkers is a trusted brand amongst the leading private equity, hedge fund and financial institutions. This role will work with some of the firm's largest practice groups, and biggest clients.

The investment funds group is diverse including expatriates who've spent 20 years or more in the market to those newly arrived from the best law firms around the world, as well as the strongest local talent in Cayman, BVI and Bermuda. The role will be responsible for leading the marketing and BD strategy for the three jurisdictions. This includes strategies to build referrals from firms locally in each market, as well as the biggest market of the US and beyond. They are busy teams with flagship events in New York, and frequent trips across the US to meet with clients, referring firms and prospects.

The global regulatory practice is led from Cayman. Established just over five years ago, it has grown to become the largest dedicated team in our jurisdictions. With dedicated regulatory lawyers in all 10 offices, many of which have been in-house or worked with regulators prior to joining the firm it means we bring a clear perspective to the advice that we give our clients.

In addition to the legal services offered to clients across our firm, the governance services including registered office, anti-money laundering programmes, regulatory compliance and reporting, independent directors and board support are required by clients and provide an on-going connection to key decision makers in their organisations. Developing strategies to bring awareness and position Walkers to help clients with all of their jurisdictional needs will be a key part of the role.

While the remit of this role focuses on the Americas region for the investment funds and regulatory groups, it will require someone with a global mindset who recognises the need for collaboration and consistency across the firm to succeed.

A commercial mind-set is critical. Someone who is curious about the market and who wants to learn and develop best-practice in all areas of their work. Positivity is key, as is the willingness to have ideas and try new things. Walkers offers a professional, relaxed and collegiate environment and so someone who has the confidence to coach and encourage others whilst being prepared to roll up their sleeves will succeed.

What do you envisage the day to day of the role will be?

Walkers is fast paced. We make decisions quickly and this person will work directly with lawyers and partners to respond to opportunities in the market and help plan and develop client and referrer relationships. They also need to work as part of, and often lead, a team bringing in people with different skillsets from around the firm to help drive the business growth.

We expect this person will be an active networker, especially in the law firm sector, and so a part of their role will be seeking insights and market trends that can inform business development, communications and marketing activity.

How to apply

Walkers have recognised the strategic importance of this role to their business and have invested in a full candidate search campaign with Seldon Rosser.

To discuss this opportunity please contact:

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