

Job Specification

Job title	Business Development & Marketing Manager
Reporting to	Director of Business Development

Overview of Firm

PKF Littlejohn LLP is an independent firm of chartered accountants and business advisors based in Canary Wharf. With in-depth expertise in many fields of tax, accountancy and finance, we work for clients ranging from large, listed corporates and SMEs to individuals, their families and their businesses.

Our independent status means we offer clients a high level of partner involvement, together with the combined knowledge and experience of an established, close-knit team.

At PKF Littlejohn LLP, every individual matters. You're more visible, more accountable and more fundamental to our success. If you're successful you'll enjoy challenging work in an environment, which encourages personal success. We deliberately seek to recruit individuals who have combined academic excellence with direct experience in business life.

What skills will you need to be effective in this role?

Responsibilities
Job Duties and Responsibilities
<p>Purpose and aim of the role PKF Littlejohn is looking for an experienced marketing/BD professional to manage its growing business development team.</p> <p>Reporting to the Director of Business Development, you will be responsible for developing and implementing BD and marketing strategies and plans and supporting sector and service line leads to deliver revenue growth through client acquisition and retention. You will also play a key role in developing the BD team of the future.</p> <p>Duties and Responsibilities</p> <p>Marketing and BD Plans</p> <ul style="list-style-type: none"> • Work with the firm's divisions and sector/service line leads to create and implement integrated marketing and BD plans, utilising the full mix of marketing communications to drive client acquisition and retention • Draw on the specialist digital marketing (incl. website) and PR skills of the Brand & Comms team • Manage the development of collateral, thought leadership and events to support sales campaigns • Ensure all communications adhere to brand and visual identity standards • Identify, opportunities for new product and service development • Measure, evaluate and maximise effectiveness and value <p>CRM Technology</p> <ul style="list-style-type: none"> • Play a key role in the development of a new CRM system <p>BD Opportunity Pipeline</p> <ul style="list-style-type: none"> • Manage the process to target relationships towards a sale • Manage the process to capture and report on new client opportunities • Provide accurate and timely reports to the BDD, divisional leaders and partners as required <p>Tender Support</p> <ul style="list-style-type: none"> • Manage the provision of tender support to all of the firm's divisions. • Manage the development of web solutions to support the tender process.

- Encourage best practice tender processes

PKF International

- Build strong relationships with your peers across PKF International firms, particularly within PKF UK & Ireland, and contribute to collaborative working
- Monitor the firm's inward/outward referral pipeline

Person Specification

Skills and Qualifications

Educated to degree level, and preferably CIM qualified, you will have extensive experience of working in the professional services sector in either a marketing or BD role, an in-depth understanding of the market for audit, accountancy and business advisory services, and a strong awareness of the competitive environment.

You will:

- Be a confident self-starter with high levels of initiative
- Be an intelligent and creative adviser, adding value to the firm's service and sector leads
- Think strategically whilst maintaining a practical and hands-on approach
- Have strong verbal and written communications skills
- Be able to proactively manage a diverse portfolio of projects

An experienced line manager, you will be positive and enthusiastic with team members, fee earners and partners and build internal relationships and communication channels, both formally and informally, to encourage support and participation in marketing and BD activities.