

MARKETING & BUSINESS DEVELOPMENT ASSISTANT

JOB IDENTIFICATION

Job Title:	Marketing & Business Development Assistant
Reports To:	Marketing & Business Development Manager
Department:	Marketing & Business Development
Persons to be supervised:	None
Location:	Shanghai

THE ROLE

Department purpose and structure

Our Marketing & Business Development team contribute to the setting and achievement of Appleby's business objectives, which includes supporting our partners and associates in their pursuit of becoming our clients' trusted advisers, building and maintaining long-lasting, deep institutional client relationships, winning new clients, increasing the visibility of the Firm globally. The team consists of 3 people.

About the role

The BD Assistant role is an all-rounded position designed to provide the candidate with a comprehensive understanding of business development within a law firm. The BD Assistant will support various activities, such as tracking and drafting legal directory and award submissions, preparing and updating marketing materials, managing the firm's deal list and websites, and coordinating business development trips. This role also involves assisting in pitch document preparation, maintaining databases, coordinating client-facing events, drafting press releases, developing social media plans, conducting competitor analysis, and supporting employee engagement initiatives. The BD Assistant will ensure consistent branding and communication across all platforms, offering a unique opportunity to gain a holistic understanding of law firm business development.

JOB DESCRIPTION

Legal Directories and Awards

- Track directory and award submission deadlines.
- Prepare award submissions, working with relevant partners and fee earners.

Marketing Materials

- Update marketing materials to reflect the firm's latest developments.
- Maintain the firm's deal list, brochures, lawyers' profiles, and websites (both English and Chinese).
- Manage the e-alert and e-invitation process.
- Coordinate the delivery of client gifts.

BD Trips

- Support and manage the documentation and logistics for business development trips, in coordination with secretaries and within the budget.

Pitch and Capability Statement

- Assist in preparing pitch documents and capability statements in English and Chinese.
- Collaborate with partners, fee earners, and colleagues for approvals.

Database Management

- Create and update membership lists, client contacts, mailing lists, deals database, and track BD activities.
- Assist in recording notable deals and producing relevant deal notes and communications.

Events Management

- Coordinate with suppliers and venues for client-facing events, presentations, and webinars.
- Manage event invitations, RSVPs, and ensure partner attendance.
- Execute client events, including post-event feedback reports and ROI analysis.

Communications

- Assist in preparing press releases, editorials, and articles to promote the firm's brand.
- Draft and distribute PR content for Hong Kong and Shanghai offices.
- Identify hot topics and suggest relevant media outlets for content distribution under the supervision of Marketing and BD Manager.

Digital Marketing

- Develop social media plans for the Asian market, including content for WeChat.
- Schedule and prepare social media content and graphics.

JOB DESCRIPTION

- Communicate with external agencies for SEO and digital marketing activities.
- Generate performance reports to support the development of the Chinese website and WeChat.

Research and Analysis

- Conduct competitor analysis and prepare relevant reports.
- Prepare analytics reports and discuss outputs to inform future communication plans.

Other Responsibilities

- Maintain the employer brand and support employee engagement with the HR team and Social Committee.
- Ensure consistent branding, imagery, and key messaging across all BD, marketing, communications, social media, and PR activities.

REQUIREMENTS

Knowledge, Skills and Experience Required:

- At least a bachelor's degree.
- 2-3 years of marketing and BD experience in a professional firm (law firm experience is a plus).
- Ability to communicate confidently within the organization, vendors and clients.
- Attention to Detail: High level of attention to detail in copywriting and written communications.
- Ability to work effectively under tight deadlines.
- A proactive professional who is not shy about sharing new ideas with the team and stays updated with market trends, industry developments, and channel advancements.
- A collaborative team player with experience working in a global business environment.
- Excellent proficiency in both English and Mandarin.
- Familiarity with digital marketing, including social media and SEO; experience with Photoshop and InterAction is desirable.