



Business Development Manager: Labor and Employment, Patent, and Trademark

Kelley Drye, a powerhouse firm with the heart of a boutique, is seeking a **Business Development Manager** to work with the Labor and Employment, Patent, and Trademark practice groups. This individual will collaborate with practice group leaders, partners, special counsel and other internal teams to develop and implement initiatives that support client development and new business pursuits.

The ideal candidate brings a blend of strategic insight and tactical know-how, with a proven ability to plan, execute, and advance BD initiatives that support attorney and practice group growth. This role requires managing multiple projects at once—such as pitches, proposals, client targeting, and market research—while working closely with busy partners to move opportunities forward. If you are motivated by execution, collaboration, and helping attorneys build and sustain their practices, we encourage you to apply.

Responsibilities include, but are not limited to, the following:

- **Strategic Planning:** Help design, execute, and recalibrate business development plans and budgets for the practice groups and individual attorneys.
- **Business and Client Development:** Develop and execute actionable strategies to drive new business and deepen client relationships by staying ahead of client needs and industry trends. Leverage the firm's litigation tracking tools, GenAI, and other research methodology to spot and evaluate potential business development opportunities. Lead RFP responses, and deliver client-centric, data-driven pitches that clearly align opportunity, experience, and firm capabilities. This role is highly execution focused and requires working oversight on presentation decks and materials for conferences.
- **Research and Knowledge Management:** Understand and anticipate client needs by analyzing market dynamics, competitor positioning, and industry trends. Identify potential opportunities for expansion and formulate outreach strategies. Become proficient in using the firm's CRM to manage client/prospect relationship data, track matter experience lists, and maintain the pipeline of business development opportunities.
- **Project and Performance Management:** Manage deadlines and details concerning the groups' business development pursuits and marketing initiatives, and how the various components fit into the overarching strategic plans. Track and report on results of pitches, proposals and referrals. Coordinate and collaborate with attorneys, marketing colleagues, and business professionals around the firm to ensure projects move forward efficiently.
- **Training and Coaching:** Support lawyers at different levels of tenure in learning and executing business development best practices. Provide timely ideas and proactive guidance to ensure consistent progress towards achieving goals.
- **Marketing Communications and Events:** Coordinate with and delegate to the marketing and

communications team for execution of content marketing and client events/webinars/content for Labor Days blog.

- Directory Submissions: Develop strategic and compelling award submissions, such as to Chambers and Legal 500 and other industry recognitions.
- New Attorney Integration: Work with new lateral attorneys on their integration into the firm, including developing initial business development plan, transitioning existing clients to Kelley Drye, pitching prospective clients, and connecting laterals with colleagues around the firm from complementary practices.

Key Skills and Experience Required

The ideal candidate will be client service-oriented with the drive to support an entrepreneurial group of lawyers. The successful candidate will be highly motivated, persuasive, priority-driven, and collaborative. This position requires a marketing professional who is proactive and detail-oriented, with at least an undergraduate degree and, a minimum of 5 years of marketing or business development experience. Outstanding writing, project management, research, organizational, and inter-personal communications skills are required.

The salary range displayed is specifically for those potential hires who will work or reside in New York City if selected for the role. Any offered salary is determined based on internal equity, internal salary ranges, market data/ranges, applicant's skills and prior relevant experience, certain degrees, and certifications (e.g., JD/technology) for example. New York City Salary Range: Low: \$150,000 High: \$200,000.

Please be advised that all communications regarding open positions at our firm will exclusively originate from email addresses ending in @kelleydrye.com. We encourage you to exercise caution and verify the source of any communication claiming to represent our firm.

Kelley Drye & Warren LLP is an Equal Opportunity Employer (EOE).

Apply [Here](#)