

Business Development Senior Specialist: Labor and Employment, Patent, and Trademark

Kelley Drye & Warren LLP, a powerhouse firm with the heart of a boutique, is seeking a Business Development Senior Specialist 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 support client development and new business pursuits.

This role supports a range of business development initiatives including pitches, proposals, client targeting efforts, market research, and related marketing activities. The successful candidate will be comfortable managing multiple projects simultaneously, coordinating proactively with attorneys and colleagues across the firm, and helping to advance business development opportunities. If you enjoy working in a fast-paced environment, partnering with attorneys, and contributing to the firm's growth, we encourage you to apply.

Responsibilities/Essential Functions:

- **Strategic Planning:** Help design, execute, and recalibrate business development plans and budgets for the practice groups and individual attorneys.
- **Business and Client Development:** Support business development initiatives that help strengthen client relationships and drive opportunities. Leverage the firm's litigation tracking tools, GenAI, and other research methodology to spot and evaluate potential new business opportunities. Produce tailored, client-centric RFP responses, pitch materials and presentations.
- **Research and Knowledge Management:** Manage research efforts concerning new business targets, 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 and track matter experience lists.
- **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. Collaborate with attorneys, marketing colleagues, and business professionals around the firm to ensure projects move forward efficiently.
- **Marketing Communications and Events:** Coordinate with and delegate to the marketing and communications team for execution of client events/webinars and content marketing, including via the Labor Days blog.
- **Directory Submissions:** Assist attorneys in developing compelling award submissions to Chambers, Legal 500, and other industry recognitions.

Education and Experience:

- Bachelor's degree
- 5-6 years of marketing or business development experience in a law firm or other professional services firm.

Knowledge, Skills, and Abilities:

- Strong project management, organizational, and research skills, with the ability to manage competing priorities.
- Excellent written and verbal communication, interpersonal, and relationship-building skills, with strong attention to detail.
- Proficiency with CRM, reporting, and technology tools, including AI platforms.
- Ability to collaborate effectively with attorneys and internal teams and influence stakeholders.
- Initiative-taking, responsive, client-service oriented, and able to work independently in a dynamic environment.

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: \$115,000 High: \$135,000.

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).