

Job Title:

UK Marketing and Business Development Practice Lead

Who we are and what we offer you

Pinnacle is a trusted guide and expert partner of the world's leading law firms. We advise our clients on technology and business process improvement in the areas of finance and accounting, risk and compliance, and marketing and business development, while marketing software solutions that make core line of business systems work better together.

Our overarching focus is on helping our clients achieve the best possible value out of their investments in technology. With offices and staff located across the United Kingdom, North America, and Europe, Pinnacle delivers success for single-office, regional, and global firms.

Pinnacle's Marketing and Business Development (MBD) consulting practice assists law firm clients with the implementation and support of their marketing and business development technologies, including CRM, Experience Management, Relationship Intelligence, Marketing Automation, and Pitch and Proposal Automation. By partnering with a select few software providers, we are able to develop and maintain deep expertise around the solutions we implement for our clients. The MBD practice is globally aligned around technology and implementation best practice, while having regionally deployed consulting teams.

Building on the success of Pinnacle's US-based MBD practice, we are forming an equivalent team to focus on opportunities in the United Kingdom.

The UK Marketing and Business Development Practice Lead is a new role which will have overall responsibility for this new team. This consists of three key areas:

- ▲ Market development – sales and marketing activities leading to the development of business from new and existing clients in the region
- ▲ Practice development – developing solution offerings, best practices, and points of view appropriate for the region
- ▲ Delivery – ensuring project success and client satisfaction, and development and mentoring of staff, within the region

Your role

Success in the UK MBD Practice Lead role will require an entrepreneurial mindset and the ability to balance activities across the above areas. You will be expected to:

- ▲ Lead and participate in practice marketing activities, including social media and email campaigns, webinars, and industry/vendor conferences
- ▲ Grow relationships with partners' sales, service, and marketing organisations
- ▲ Develop and manage the practice pipeline of opportunities from existing and new clients
- ▲ Accurately estimate and scope projects, develop proposals and statements of work, and pitch proposed consulting engagements to clients
- ▲ Establish Pinnacle as law firm marketing and business development thought leaders and technology experts
- ▲ Develop and draft points of view, case studies, best practices, and related knowledge capital
- ▲ Lead and/or participate in client engagements in appropriate roles, including project management, business analysis, application configuration, subject matter expert, etc.
- ▲ Regularly report on project delivery and budget status internally and to clients
- ▲ Achieve 100% project success and client satisfaction
- ▲ Build a team of industry expert consultants
- ▲ Manage practice resources, including resource planning, hiring requests, performance reviews, and mentoring and development
- ▲ Regularly report on practice performance, including P&L

Is this you?

Rather than a definite Pinnacle 'type', we're looking for someone who is a winning blend of all the talents. So, we're never overly prescriptive in what we ask for.

However, the following is a good 'checklist' of some of the things that will make you a good fit for the role and that we will be looking for:

- ▲ Strong influencing and negotiating skills
- ▲ The ability to work in an environment of change and uncertainty and to maintain sound judgement under pressure
- ▲ Strong leadership skills, with a demonstrable background of managing resources and motivating and coaching team members
- ▲ The ability to manage a high volume of work and a diverse range of projects and activities

- ▲ Strong analytical and problem-solving skills
- ▲ Able to work independently with minimal direction
- ▲ Excellent verbal and written communication skills

Education and Experience:

- ▲ Bachelor's degree or equivalent work experience
- ▲ Experience in senior law firm marketing/business development and/or marketing technology roles
- ▲ Hands-on experience with marketing and business development technologies, such as CRM, Experience Management, and Relationship Intelligence
- ▲ Demonstrable understanding of the law firm marketing technology space, including software vendors, consultancies, and service providers
- ▲ Client-facing consultancy experience preferred

Our essential criteria

You will also need to be able to commit to:

- ▲ Off hours work, as this will be required periodically
- ▲ Up to 80% travel
- ▲ A willingness to get your hands “dirty” and do the work

The next steps

Please email your CV to robert.beach@pinnacle-oa.com with a note of introduction that will persuade us to invite you in for a chat.

We look forward to hearing from you.