



BUSINESS DEVELOPMENT & MARKETING EXECUTIVE

Bury



WOODCOCKS
HAWORTH
& NUTTALL

JOB DESCRIPTION

At WHN Solicitors, we believe that our people are the core of our success. We pride ourselves on providing exceptional legal services with a human touch. Over the past five years, we have developed this culture and grown with 110 colleagues across nine locations. We are nationally recognised as leaders of our field in Legal 500 and Chambers & Partners.

We are proud to be accredited as an 'Employer of Choice' which demonstrates our positive approach to career development, culture, staff engagement, leadership, diversity, inclusion and work life balance.

Join our dynamic and forward-thinking law firm. With an impressive portfolio of clients and a reputation for excellence and client satisfaction, we provide a challenging yet rewarding environment. We are committed to fostering growth, innovation, and career development within our practice.



The Role

To support the Director of Business Development and Marketing to deliver a business development-led growth strategy for the firm, while taking ownership of key marketing activity.

Focusing on identifying, developing and converting business opportunities across existing clients, referrers, intermediaries and target prospects. Marketing, content, events and digital activity will be proactively used to build visibility, support client and referrer engagement, maintain momentum in day-to-day marketing delivery, and strengthen the firm's profile in priority markets.

Please note that regular travel is expected between WHN offices and to local events in the reasonable performance of the employees' duties.



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Principal Responsibilities

Business development planning and delivery:

- Support the Director of Business Development and Marketing in developing and implementing practical BD plans for teams, sectors and service lines, aligned to the firm's commercial objectives.

Pipeline and opportunity management:

- Use HubSpot and other sources to track prospects, referrers, opportunities and follow-up actions, helping fee earners progress leads through the pipeline and convert opportunities into new instructions.

Client and referrer development:

- Identify opportunities to grow relationships with existing clients, referrers and intermediaries through targeted follow-up, cross-referral activity, client listening, introductions and relationship development campaigns.

Research and market insight:

- Research target markets, organisations, sectors, competitors and potential clients to identify opportunities, support pitch preparation and inform BD activity.

Fee earner engagement:

- Work closely with Directors and fee earners to understand growth priorities, encourage good BD behaviours, capture opportunities, and ensure agreed actions are followed through.

Networking and profile-raising:

- Coordinate attendance at networking opportunities, sector events, exhibitions and local business forums, ensuring objectives, follow-up actions and outcomes are clearly recorded.

Marketing delivery and business development support:

- Take day-to-day responsibility for core marketing activity in the short term, ensuring that campaigns, client communications, website updates, social media activity, newsletters, client alerts and profile-raising activity are delivered consistently and aligned to BD priorities.

Content and campaigns:

- Plan, draft, coordinate and schedule practical content and campaigns, working with fee earners to turn legal and sector insight into client-friendly material that demonstrates expertise, supports conversations with prospects and clients, and reinforces the firm's position in priority areas.

Events and follow-up:

- Plan and deliver client, referrer and prospect events, balancing the marketing logistics with clear BD objectives, targeted guest lists, follow-up plans and measurable outcomes.

CRM development and data quality:

- Help develop HubSpot as the firm's CRM system, improving data quality, segmentation, activity tracking, campaign delivery and reporting to support BD and sales activity.

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External agencies:

- Coordinate PR, SEO, design and other external agency activity so that marketing output remains consistent, brand-aligned and clearly connected to BD priorities, especially while the firm does not yet have dedicated marketing assistant support.

Reporting and performance measurement:

- Track and report on BD and marketing activity, including pipeline movement, lead sources, campaign engagement, website and social engagement, event follow-up, referrals and outcomes, providing insight to support informed decisions.

Corporate charitable activities:

- To have oversight of the firm's charitable activities to ensure support for local causes is managed effectively across all our offices

General responsibilities

- Work diligently complying with the professional standards as defined in the Office Manual and by the SRA, Lexcel, the CQS and the Legal Aid Agency.
- Ensure all information regarding the firm, its clients and their business is kept strictly confidential.
- Wherever possible, utilise available software to provide a quality, cost effective and efficient service to clients
- Take responsibility including proactively participating in activities to ensure your personal development is maintained including keeping up to date with the changes in the area in which you practice.
- Any other such duties that will assist in the growth and development of the department/firm to support the effective operation of the business.

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Competencies required for the role

EXCELLENCE

Acts as a professional at all times remembering to represent the reputation of yourself, clients and the firm.

INNOVATION

Constantly aims to provide the highest quality in everything we do and embraces modern working practices.

INTEGRITY

Acts honestly and fairly displaying core values, is accountable and looks for positive solutions.

CLIENT FOCUSED

Acts in the clients' best interests ensuring that we go the extra miles to ensure 100% satisfaction.

INCLUSIVITY

Working with colleagues, clients and partners to form a seamless team.



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Person Specification

		Essential	Desirable
QUALIFICATIONS	English language & Maths (Grade C or 4 and above)	✓	
	A degree or equivalent experience in business, marketing, communications or a related field		✓
EXPERIENCE & KNOWLEDGE	Experience in a business development, client development, sales support or marketing role, ideally within legal, professional services or another relationship-led environment.	✓	
	A strong understanding of how BD activity supports client acquisition, retention, referrer relationships and revenue growth.	✓	
	Experience using CRM systems to manage contacts, segment audiences, record activity, track opportunities and support campaigns.	✓	
	Experience supporting pitches, proposals, events, campaigns or fee earner-led BD activity would be valuable.	✓	
	Knowledge of digital marketing, content marketing, email campaigns and social media is beneficial, particularly where it supports commercial BD goals.	✓	

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		Essential	Desirable
	Experience delivering hands-on marketing activity, including content coordination, campaigns, social media, email communications, website updates and events.	✓	
	Microsoft applications	✓	
	Experience working in a part-time role or managing a broad workload with clear prioritisation, good planning and strong follow-through.		✓
	Understand the value of diversity		✓
	Knowledge and experience of health and safety		✓
SKILLS	Commercially focused, proactive and confident in identifying opportunities and driving follow-up activity.	✓	
	Strong relationship-building skills, with the ability to work effectively with Directors, fee earners, colleagues, clients, referrers, agencies and external contacts.	✓	
	Excellent communication, copywriting and organisational skills.	✓	

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Person Specification Contd.

		Essential	Desirable
	Confident using CRM, email marketing, social media and reporting tools.	✓	
	Able to manage multiple projects, prioritise effectively and maintain attention to detail.	✓	
	Analytical and results-focused, with the ability to interpret data and recommend practical next steps.	✓	
	Self-motivated and comfortable working both independently and collaboratively.	✓	
	Able to balance strategic BD priorities with practical day-to-day marketing delivery.	✓	
	Highly organised and able to prioritise effectively within part-time hours, escalating capacity issues and recommending practical solutions where needed.	✓	
	Pro-actively work on own initiative with the ability to know when to escalate matters	✓	
	Demonstrate resilience when problem solving	✓	

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Person Specification Contd.

		Essential	Desirable
PERSONAL VALUES	Enthusiasm for and commitment to the work we do	✓	
	Ambitious with strong desire to learn	✓	
	Acts with fairness, honesty and trustworthy in all dealings	✓	
	Full driving licence	✓	

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What We Offer

- Competitive salary
- Auto enrolment pension
- Death in service (after qualifying period)
- Salary sacrifice private medical insurance scheme
- Employee Assistance Programme
- Enhanced maternity / paternity / shared parental policies
- Legal services
- Conveyancing fees
- Opportunities for career progression and professional development.
- A supportive and inclusive work environment.

How to Apply

If you are a dedicated and ambitious business development professional with a passion for working in professional services, we would love to hear from you.

Please submit your CV and a cover letter outlining your experience and suitability for the role to jobs@whnsolicitors.co.uk

We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation, or age.

For any inquiries regarding the role, please contact Kay Jackson Leigh at kay.jackson-leigh@whnsolicitors.co.uk or 0161 761 8093



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