

Role description

BD & Marketing Manager,
Dubai & MENA region

TaylorWessing

The opportunity for you

Executive summary

This is a great opportunity to join a high-growth business and make a real difference. Our Dubai office works with great clients across the MENA region. In recent years we've grown rapidly and now help clients with a wide range of services including corporate (M&A, venture capital, private equity and funds), real estate and construction, dispute resolution, and intellectual property. We are especially well-regarded for our work in the technology, private wealth, and hotels and hospitality sectors.

This is a vibrant team working with many of the MENA region's most interesting and innovative clients and intermediaries.

We are now looking for a **Business Development Manager**, located in Dubai, to support the team's ambitious growth plans through the delivery of strategic business development, a range of high-profile campaigns, events and communications for the Dubai office team and across all its practice areas. The role will be focused on our Dubai fee-earners but will work closely across the global firm, and predominantly with the BD, Marketing and Communications teams in London.

We're looking for an innovative, growth-oriented and committed business development professional to join us and make a difference in a fast-paced, dynamic and rewarding environment.

We'd want someone with strong commercial acumen, a proactive attitude and an engaging and energetic style. We need someone who can get to know the business quickly and develop and manage a broad range of relationships skillfully and effectively. We need someone who will take a hands-on approach to tasks and who will get things done.

You'll be a part of an international BD, Marketing and Communications team that is already well-established and respected within the firm for its high standard of service and the ideas and commitment it brings to business development.

Job title

BD & Marketing Manager

Recruiting manager

Head of Business Development

Department

Business Development

Working hours

Monday to Friday (08:30 – 17:30).
The nature of this role means that you will need to be flexible and willing to work outside of normal business hours when required.

Location

Dubai

Perm/FTC

Permanent

Salary

Competitive

The opportunity for you

Key responsibilities

- Work with the Dubai partners and appropriate London managers to translate practice and sector goals into specific BD objectives and marketing campaigns.
- Work with the Dubai partners to create and deliver targeting plans and initiatives to drive revenue and relationship growth.
- Develop and manage the Dubai BD and Marketing budget, tracking spend and preparing cost/benefit analysis as required.
- Work with the Dubai partners (and others as required) and the UK Bids team to assess and pitch for new business opportunities, including drafting or co-ordinating the writing of pitch documents and credential statements.
- Work closely with the London client development team to increase revenue from key clients for the Dubai office wherever appropriate.
- Work with the Dubai lawyers and the Liverpool Marketing & BD Operations team to maintain up-to-date materials for use in pitches and other sales opportunities.
- Maintain an up-to-date credentials list for Dubai within our CRM system.
- Manage the creation of word-perfect, on-point and compelling client communications materials according to fixed timelines through our internal graphic design and web editing teams.
- Work with Dubai lawyers and the UK events team to conceive and deliver high-quality events to connect our teams to their key audiences and to deliver compelling content, and to follow up with our lawyers to ensure any such event deliver the best possible ROI.
- Work closely with the UK digital marketing team to create and manage content for digital channels.
- Support internal communications to ensure that there is a good understanding of Dubai and MENA activities across the international firm, and that relevant activities in other jurisdictions are highlighted to the Dubai team.
- Manage and support specific thought leadership campaigns, BD products, client communications and marketing initiatives, working with the wider BD, Marketing & Comms team.
- Champion effective cross-selling into and out of Dubai.
- Lead on the creation of directory/award submissions for the Dubai office and its practice/sector groups to increase market profile and perception of teams.
- Build strong working relationships with colleagues in international locations to strengthen collaboration and information exchange between all parts of the firm.

The opportunity for you

Knowledge, skill & experience

This role is a busy and demanding position, yet hugely satisfying and rewarding to work as part of a dynamic, ambitious office. We are looking for a candidate with the following knowledge, skills and experience:

- Previous BD experience at manager level with practical experience of a variety of BD roles including pitches, account management, awards and directories, marketing campaigns and thought leadership.
- Knowledge of the Dubai market (and other local markets) including key industry networks, events, awards, and relevant organisations.
- A can-do attitude with a bias for action. The ability to take the initiative and ownership for projects, and the drive to get things done.
- Strong interpersonal and influencing skills, and a track record of building collaborative working relationships at all levels.
- Strong communication skills. Able to display empathy and emotional intelligence.
- A proactive, tenacious and creative approach.
- A flexible mindset and an ability to work to deadlines, juggle multiple projects, work with ambiguity, and deliver under pressure.
- Strong organisational skills and an excellent attention to detail.
- A knowledge of CRM systems and a familiarity with generating meaningful data and reporting for business intelligence and targeting purposes.
- Ambition, drive, likeability and a strong work ethic.

About us

Taylor Wessing is a global law firm that serves the world's most innovative people and businesses.

Deeply embedded within our sectors, we work closely together with our clients to crack complex problems, enabling ideas and aspirations to thrive. Together we challenge expectation and create extraordinary results. By shaping the conversation in our sectors, we enable our clients to unlock growth, protect innovation and accelerate ambition.

Our Dubai sector focus



Technology, Media
& Communications



Private Wealth



Real Estate,
Infrastructure & Energy



Life Sciences
& Healthcare

Our areas of expertise

- Corporate and commercial law including M&A, private equity and venture capital
- Private wealth, including international tax and estate planning and employment
- Real estate, including prime residential, hotel and commercial property
- Dispute resolution including litigation, arbitration and investor-state arbitration
- IP, media and technology, including trade marks, patents, copyrights and IP transactional and contentious works

Challenge expectation, together

With our team based across Europe, the Middle East, US and Asia, we work with clients wherever they want to do business. We blend the best of local commercial, industry and cultural knowledge with international experience to provide proactive, integrated solutions across the full range of service areas.

1200+ lawyers | **300+** partners | **28** offices | **17** jurisdictions

About us

The way we work

At Taylor Wessing, we never settle for average. We're creative thinkers, problem solvers and continuous learners who excel at what we do and believe our best work is still ahead of us. We are a firm that's large enough for you to achieve your ambitions, but connected enough to be a true community.

You are joining an inclusive culture that allows you to be yourself and balance your work and home commitments. You'll gain access to high-end technology, agile processes and the trust to deliver your best work in a flexible way whilst spending the balance of your time with colleagues in our offices.

Employee development and career progression

We are committed to fostering an environment of continuous professional growth. Our dedicated approach to employee development ensures that each member of the firm receives the support and resources necessary to achieve their career aspirations. In line with this commitment, we have tailored development plans that align with both individual goals and our firm's strategic vision.

For a detailed look at these development opportunities and how they can support your career progression, please refer to our [Always Learning Brochure](#). This document will provide an in-depth view of our commitment to skill development and show you the support network available as you advance within Taylor Wessing.

Investing in you | Tailored benefits

Your wellbeing is always our priority and we are proud to offer bold and progressive ways of working alongside an excellent range of benefits and perks designed to support you and your family.

Key benefits

- Annual return air ticket

Health and wellness benefits

- Full health and dental care and optical care

Taylor Wessing in Dubai



We support a diverse range of clients, from international and local corporates to government-owned entities, and ultra high net worth individuals to sovereign wealth funds. Our multilingual team includes Arabic speakers with considerable cross-jurisdictional expertise, as well as local transactional and advisory expertise.

Why Dubai?

Founded in 2007, our Dubai office acts as the hub for our services in the MENA region, which include:

- Corporate and commercial law including M&A, private equity and venture capital
- Private wealth, including international tax and estate planning and employment
- Real estate, including prime residential, hotel and commercial property
- Dispute resolution including litigation, arbitration and investor-state arbitration
- IP, media and technology, including trade marks, patents, copyrights and IP transactional and contentious works.

Our Dubai team

The Taylor Wessing team in Dubai is a dynamic assembly of legal professionals well-versed in local and international law. With expertise spanning corporate, commercial, real estate, construction, dispute resolution, and intellectual property law, the team offers comprehensive legal services tailored to the Middle East market. Our lawyers in Dubai are acknowledged for their cultural fluency and strategic approach to navigating the complex legal landscape of the region. They work diligently to provide pragmatic solutions to our clients' most challenging legal matters while maintaining the highest standards of professional excellence that Taylor Wessing is known for globally.

Our values

What we stand for

We are a community of independent thinkers, connected by our values and our drive to challenge expectation. Our values shape what we do and how we do it. We have built a team that reflects the firm's core values and which exemplifies inclusivity. To learn more, [click here](#).

Excellence

Creative

Responsible

Team

Integrity

Respect

Acting responsibly, together

We're committed to being a responsible business and taking accountability for our actions.

We have high ethical standards and take care of our people. We're reducing the footprint we leave in nature and engaging with our communities through cultural and charity work. Being a responsible business means we're active members of our broader society, of the legal community, and of our clients' sectors.

Whether it's building an inclusive workplace, reducing our waste or supporting the arts; we're actively working together to build a better business, and a more sustainable world.

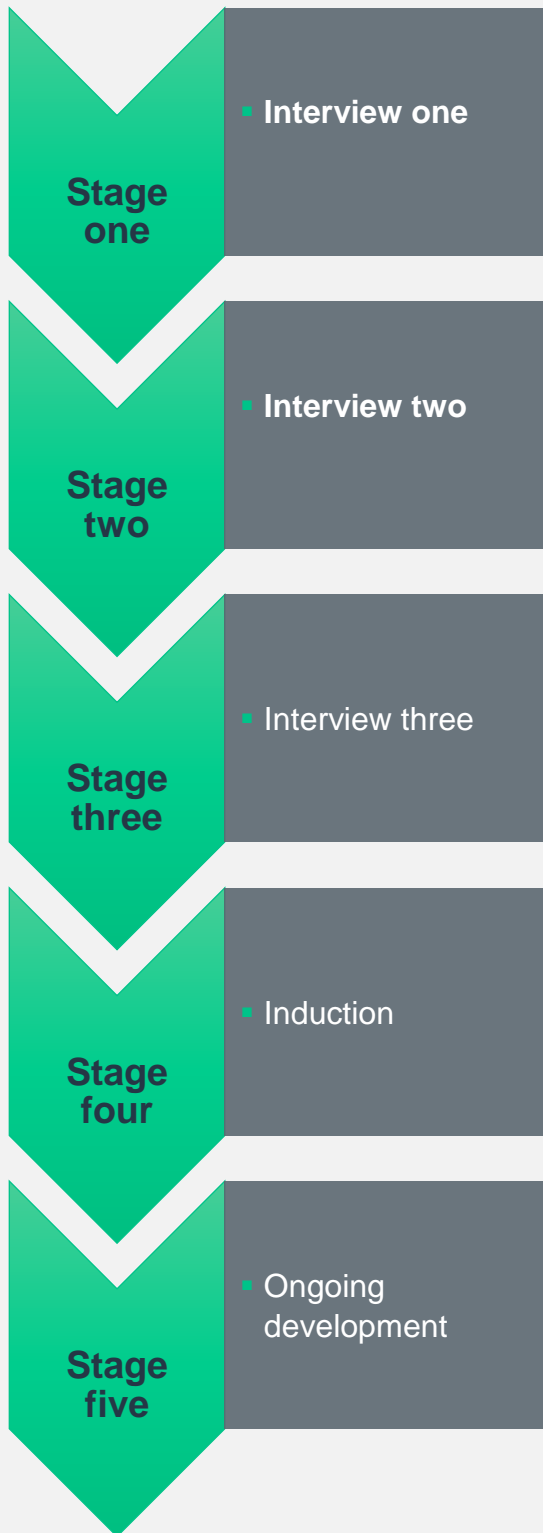
Find out more about our responsible business initiatives [online](#).

Read our latest impact report by clicking the link below.



Our Responsible Business Impact Report 2023

Your recruitment journey



Rob Fowler
Head of Talent Acquisition
+44 20 7300 4841
r.fowler@taylorwessing.com



Hannah Jackson
Senior Recruitment Manager
+44 203 077 7262
h.jackson@taylorwessing.com



Lottie Williams
Recruitment & Onboarding
Advisor
+44 151 335 5191
ch.williams@taylorwessing.com

Please contact us if you require any adjustments to your application or our recruitment process.

2000+ people
1200+ lawyers
300+ partners
28 offices
17 jurisdictions

Argentina*	Buenos Aires	Mexico*	Mexico City
Austria	Klagenfurt Vienna	Netherlands	Amsterdam Eindhoven
Belgium	Brussels	Nicaragua*	Managua
Brazil*	Belo Horizonte Brasilia Rio de Janeiro São Paulo	Panama*	Panama City
Chile*	Santiago de Chile	Poland	Warsaw
China	Beijing Hong Kong Shanghai	Portugal*	Braga Lisbon Porto
Colombia*	Bogotá Bogotá, main office	Puerto Rico*	San Juan
Costa Rica*	Guanacaste San José	Republic of Ireland	Dublin
Czech Republic	Brno Prague	Slovakia	Bratislava
Dominican Republic*	Santo Domingo	South Korea**	Seoul
Ecuador*	Cuenca Guayaquil Manta Quito	Spain*	Barcelona Canary Islands Madrid Pamplona Seville Valencia Vitoria Zaragoza
El Salvador*	San Salvador	UAE	Dubai
France	Paris	Ukraine	Kyiv
Germany	Berlin Düsseldorf Frankfurt Hamburg Munich	United Kingdom	Cambridge Liverpool London
Guatemala*	Guatemala	Uruguay*	Montevideo
Honduras*	San Pedro Sula Tegucigalpa	USA	New York San Francisco
Hungary	Budapest		

* Powered by our strategic alliance with leading law firm ECIJA

** In association with DR & AJU LLC

© Taylor Wessing LLP 2024

Taylor Wessing statistics published are correct as of 1 January 2024.

This publication is not intended to constitute legal advice. Taylor Wessing entities operate under one brand but are legally distinct, either being or affiliated to a member of Taylor Wessing Verein. Taylor Wessing Verein does not itself provide services. Further information can be found on our regulatory page at:

www.taylorwessing.com

TaylorWessing