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BD and marketing in law: New roles, new horizons

Totum is delighted to announce the publication of its in-depth report detailing latest trends in business development and marketing teams in law, including new roles, leadership responsibilities and salaries.

BD and marketing: Changing times



Business development (BD) and marketing is a sophisticated business services function in law, offering a huge breadth and depth of roles. Typical responsibilities include developing new revenue streams in terms of clients and markets, delivering maximum relationship value to clients, pitch/bid management, safeguarding and building reputation, brand management, digital marketing, operational improvement, and effective internal and external comms (including demonstrating commercial expertise through thought leadership).

The fast pace of this function's development, however, can make it difficult for both candidates and law firms to understand and make the most of this function's huge potential. In this report, '*BD and marketing in law: New roles, new horizons*', we highlight some of the key BD and marketing trends we are seeing first-hand through our work at Totum and explain what these developments mean for evolving job opportunities, and the future direction and effective leadership of this critical business team.

*If you would like to receive a PDF copy of the full report '**BD and marketing in law: New roles, new horizons**', please contact Sarah.Broad@TotumPartners.com*

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