

Business Development  
& Marketing Graduate  
Programme

# About CMS

**CMS is a future facing firm with over 4,800 lawyers worldwide.**

With 70 offices in more than 40 countries, we combine deep local market understanding with a global overview, giving us the ability not only to see what's coming, but to shape it.

We see ourselves as more than just legal advisors. We're here to partner with our clients. To not only resolve current issues, but anticipate future challenges and provide innovative solutions to meet these.



# Our Business Development & Marketing Graduate Programme

The legal market is changing rapidly and the business of law has never been so dynamic. CMS is proud to offer a graduate recruitment programme that allows ambitious new graduates to experience business development and marketing in the fast moving and complex professional services market. You will work with some of the best business development (**BD**) teams in the sector – developing marketing campaigns, seeing how strategic clients and tenders are managed and understanding how digital and brand work together.

## The programme

You will complete four six-month long “seats” in different areas of our BD & Marketing functions, with the opportunity to see and learn about all facets of professional services business development.

## Areas of Focus

In each of the four six month long “seats” you will be managed by senior members of the BD team. You will both learn from these BD team members and also be introduced to a range of other teams, including: Innovation, Commercial Finance, Legal Project Management, Social Impact and D&I. The separate seats will be in the following teams:

- **Practice Group & Sector Business Development**
- **Client Management**
- **Strategic Pitch Team**
- **Communications & Branding**



# Areas of Focus

- Practice Group & Sector Business Development
- Client Management
- Strategic Pitch Team
- Communications & Branding



# Practice Group & Sector Business Development

**Department:** BD, Marketing & Communications

**Team:** PG & Sector

**Reports to:** Senior BD Manager

**Location:** London

## Key responsibilities:

- **Marketing:** firmwide and practice group & sector marketing campaigns (publications and events), directory submissions
- **Business Development:** pitches & tenders, capability statements, cross-selling, client targeting, account management
- **Systems:** credentials, pitches, marketing material

## Key Relationships:

- Head of PG & Sector Marketing
- (Senior) BD Managers and (Senior) Executives aligned to the 7 Practice Groups, 9 Sectors and 5 Regions
- Liaising with other Business Development & Marketing teams (Clients & New Business, Communications & Brand, Events, CRM) and Business Services Teams (Design, Document Centre, Finance, Innovation & Legal Operations, Business Intelligence)
- Business leaders, partners, and associates

## Key tasks (day-to-day and longer term):

- **Publications:** Coordinate content delivery by partners, associates, or external providers; proof copy; liaise with design, web and social media teams on production and publication
- **Events:** Manage mailing lists and invitations; liaise with events and facilities teams; provide support during the event
- **Directory submissions:** Schedule submission and research/interview process; work with relevant partners and associates to collate content; coordinate submission and referee documents; report on ranking results
- **Pitches & tenders / capability statements:** Assist with collation of data and coordination with partners, associates, and BD colleagues; manage pitch document structure and layout; liaise with design and document centre
- **Cross-selling / client targeting:** Work with finance and business intelligence teams to gather market and client data; liaise with partners and associates to track and report on activity
- **Account management:** Assist in coordination of client teams, information sharing and reporting in relation to sector target clients, and
- **Systems:** Update credentials and pitch databases; maintain standard marketing materials; administer and report on data in the client relationship management platform.

# Client Management

**Department:** BD, Marketing & Communications

**Team:** Client Management

**Reports to:** Senior Client Manager

**Location:** London

## Key responsibilities – Client Management:

Working as part of the Client Management team to support the firm's Strategic Client Programme and helping with the various activities we undertake to both manage and further develop our relationships with those clients.

## Key Relationships:

Client Relationship Partners as well as the other Partners and Associates that work on the strategic accounts. Business Services functions including BD, Brand, Comms, Commercial Finance, Client Training, D&I, Events, Facilities (particularly with regard to our response to Climate Change), HR, Innovation, Legal Operations & Project Management and the Strategic Pitch teams.

## Key tasks:

- supporting with the preparation of management information and KPI reporting (which includes financial data, value added services, secondments and D&I)
- assisting with the preparation of marketing and other materials for client meetings and presentations
- helping with the delivery of bespoke client training and other events
- engaging with the Client Insight Programme
- tracking engagement with our firmwide campaigns
- assisting with the coordination of internal team projects, and
- monitoring client activity in the press and on social media (LinkedIn).





# New Business

**Department:** BD, Marketing & Communications

**Team:** New Business

**Reports to:** Senior Pitch Manager

**Location:** London

## Key responsibilities – New Business:

Supporting the activities of the Strategic Pitch and New Business teams in assisting partners to win work from new and existing clients which helps the firm to grow its revenues.

## Key Relationships:

Client & New Business team; BD team and the CMS-wide BD team; partners and associates; commercial finance; Innovation & Legal Project Management team; and all of Marketing including CEE, Business Intelligence and the Design Centre.

## Key tasks:

- Working with the Bid Manager team and the Client & New Business Assistant to develop client-specific propositions for a variety of pitches.
- Working with the New Business Manager to support the research, planning, implementation, and reporting of client-specific campaigns.
- Liaising with the research, library, finance and HR teams to collate the information needed to develop a winning pitch or to update New Business team systems.
- Supporting the Client & New Business Assistant in maintaining the pitch team knowledge base and pitch content; ensuring all process and systems are updated and all information is captured and reported.

# Communications & Brand

**Department:** BD, Marketing & Communications

**Team:** Communications & Brand

**Reports to:** Head of Communications & Head of Brand

**Location:** London

## Key responsibilities:

Supporting the team in delivering internal, external and brand communications across a variety of channels. This will include sourcing, writing and editing content for regular communications channels, ensuring activities are consistent and aligned with the strategic and business priorities of the firm.

## Key Relationships:

UK and International BD teams including Practice & Sector Group Marketing, Client & New Business team, Innovation & Legal Project Management team, Practice Group Leaders (PGLs) and Sector Heads, wider CEE BD and marketing, Business Intelligence, Design Centre, Partners and Associates.

## Key tasks:

- To support on firmwide internal communications as this relates to day to day activities, particularly drafting of firmwide “soundbites”, intranet homepage stories as well as editing content for sector newsletters
- To write in accordance with brand guidelines and tone of voice
- To support the delivery of communications for firmwide strategic or operational initiatives as required
- To support social media activity particularly in relation to monitoring and reporting against KPI's
- To support on PR activities such as reporting for press coverage, drafting press releases and undertaking research where required
- To support administration of video production and flagship thought leadership launches
- To help ensure brand collateral is up-to-date, and
- To be an active member of the team, prepared to support other communications projects during busy periods.





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