

## Senior Executive, Business Development & Marketing

### Responsibilities

- **Business development** - Assist directors with BD activities including pitches, reports, presentations, events, research and feedback sessions.
- **Strategy** - Work with directors and managers on BD and marketing strategy. Recommend and facilitate measures.
- **Legal publications** - Draft /edit submissions in consultation with directors, organise interviews, advise directors, build relationships with researchers. (Training provided)
- **Alumni relations** – Grow alumni database, propose initiatives to cultivate relations.
- **Media management** - Draft press releases, handle queries, build relationships, track media.
- **Corporate communications** - Draft, gain approval and disseminate announcements.
- **Events** – Recommend, plan and organise seminars, conferences, and VIP events.
- **Assessment of opportunities** - Assess the value of advertising, speaking and writing opportunities in line with firm strategy, make recommendation, and oversee implementation.
- **Marketing collaterals** - Write and design materials. (ads, posters, banners, corporate profiles for external use)
- **Website/ Social media** - Continuously update and improve content.
- Any other matters/projects that the management may require assistance with from time to time.

### Requirements

- Degree in business, marketing, mass communications, new media from a reputable university – or equivalent work experience.
- A minimum of three years' experience in business development, strategy, client management or marketing, preferably in a professional services environment (e.g. law, accounting, or consulting).
- Proactive, driven, confident and tenacious.
- Resourceful and creative in proposing new ideas/ solutions.
- Good command of English both oral and written.
- Good analytical skills and can work well under pressure.
- Able to work independently to lead projects and also be a supportive team player.
- Good interpersonal skills, including pleasant nature and ability to influence others.
- Application submitted should include writing samples, if any.

## Executive, Marketing & Communications

### Responsibilities

- **Legal publications** - Draft /edit submissions in consultation with directors, organise interviews, build relationships with researchers. (Training provided).
- **Media** – Track media and keep records.
- **Corporate communications** - Draft and disseminate announcements.
- **Events management** – Organise seminars, lunches/dinners, conferences, and VIP events.
- **Assessment of opportunities** – Research and assess the value of advertising, speaking and editorial opportunities and facilitate.
- **Marketing collaterals** - Update profiles, presentations, etc. Write and design ads and marketing materials.
- **Website/ Social media** - Continuously update and improve content.
- **Business development** - Assist directors and senior members of team with BD research, reports, presentations, meetings, events
- **Record-keeping** – e.g. media, alumni list, deals lists, events.
- Any other matters/projects that the management may require assistance with from time to time.

### Requirements

- Degree in business, marketing, mass communications or new media from a reputable university – or equivalent work experience.
- 1 to 2 years of work experience
- Impeccable command of English. Enjoys writing. Please submit 1 to 3 writing sample/s.
- Proactive, driven, confident and tenacious.
- Organised and detail oriented.
- Works well with tight deadlines and multiple tasks.
- Able to work independently and in a team. Puts the team first. Pleasant natured.

Kindly forward your detailed resume in MS Word format, stating your qualifications, experience, current and expected salaries to [jill.lim@drewnapier.com](mailto:jill.lim@drewnapier.com).

Only shortlisted candidates will be notified. All applications will be treated with the strictest confidence.

*By submitting your application, you consent that Drew & Napier LLC may collect, use and/or disclose the information / personal data contained in your application for the purpose of processing your application. Where your application contains the personal data of third parties, you confirm that you have obtained all necessary consents to provide us with such personal data and that we may collect, use and/or disclose such personal data in accordance with the Personal Data Protection Act 2012.*