



**APPOINTMENT OF MARKETING DIRECTOR
JULY 2019**

AN INTRODUCTION TO 3VB

3VB

3 Verulam Buildings (3VB) is a leading commercial set of more than eighty barristers, of whom nearly thirty are Queen's Counsel. Its members are widely recognised as leading practitioners in a variety of the fields that make up international commercial practice: banking, financial services, commercial and contractual disputes, civil fraud, energy, insolvency, insurance, international arbitration, IT and telecoms, media and professional negligence.

3VB is ambitious, focused on being recognised as leading in its fields of expertise and appearing in the leading cases and arbitrations, which will bolster its national and international reputation. It aims to build this reputation while still providing a collegiate and supportive working environment for Members of Chambers (MOCs), Associate Members and staff.

The set's Management Board is led by joint Heads of Chambers Ewan McQuater QC and Adrian Beltrami QC, who oversee the Senior Practice Managers and the Chambers Director. Alongside the commercial work of the set, 3VB also involves itself in local charities, such as Crisis UK and runs outreach programmes to schools. It also contributes materially to the pursuit of justice via the National Bar Pro Bono Centre and other organisations: it was, for example, the first set of barristers' chambers to be a member of The Justice60.

Situated in Gray's Inn, the set boasts attractive offices, a motivated and friendly staff, and a welcoming community of barristers.

In summary it is a forward-looking Chambers with first-class facilities and a bright future. For more information, see the 3VB [website](#), the [Legal 500](#) or [Chambers and Partners](#).



Saxton Bampfylde

INTRODUCTION

This is a brand new role for 3VB, created to facilitate and coordinate client-facing strategic business development and client care, which will build on the recent successes of the set and help propel it forward.

This person will be a member of the Senior Management Team and will work closely with the Senior Practice Managers, Chambers Director and Business Development Committee to develop and implement business development strategies for the set as a whole as well as for individual members.



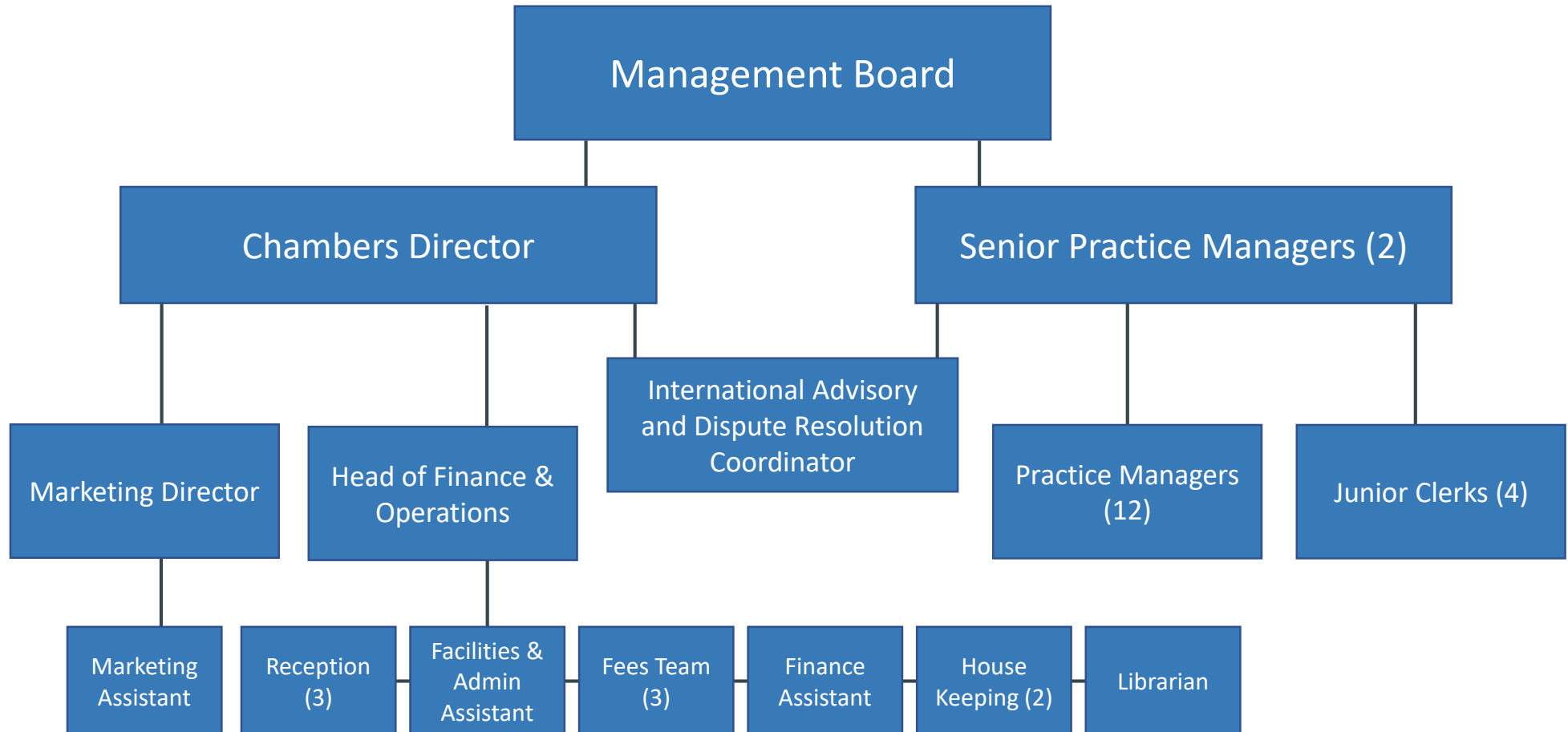
BUSINESS DEVELOPMENT

In an increasingly competitive landscape, it is vital for 3VB, and its individual members, to have clear development strategies, excellent relationship management, first-class materials and support.

The independent nature of the work of barristers coupled with the set's desire to possess a strong outward facing identity, means that this is a marketing role with unique breadth. The incumbent, working as part of a lean and efficient services team, will provide high-level input into business development strategy, and will be responsible for the delivery of the business plan, internally and externally.

The role will require the successful candidate to demonstrate a range and depth of marketing and relationship skills, honing their abilities to deliver in a complex environment. Their work will be supported by a strong existing Chambers brand and an engaged community, but they will have significant responsibility for developing 3VB's offering so that it stands out as one of the leading sets.

This is an opportunity for a creative and solutions-focused person to be an external face for a leading organisation and to prove their ability to 'turn the dial' on the quality and effectiveness of marketing in a competitive marketplace.



- Coordinating the implementation of the detail of the BD strategy, including the Chambers' annual BD plan.
- Contributing to the development of BD strategy, including the identification of legal sector and market changes and the related opportunities and risks they could bring both at a Chambers, and at a Chambers individual practice area, level.
- Coordinating the production of practice area BD plans, to ensure an integrated programme of events, communications and initiatives.
- Developing an approach to BD in all MOC and staff that ensure that practice areas act in concert and seek opportunities for appropriate "cross-selling" with clients and potential clients.
- Developing a coordinated approach to client relationships, client communication and client care: setting objectives, identifying opportunities to match client needs to Chambers' capabilities, identifying appropriate relationship-enhancement tactics and ensuring execution of the plan and follow-up.
- Developing relationships with key clients, prospective clients and other "market-influencers" in order to further the collective brand of Chambers and ensure good client relations.
- Managing the detail of Chambers' business communications activities, including Chambers' internal and external seminars and events programme.
- Developing appropriate IT-based CRM processes, and coordinating procedures for input from MOC and staff.
- Conducting client-mapping and BD reporting, including cost-benefit analysis and pre- and post-event briefing and review.
- Coordinating, in conjunction with the Senior Practice Managers (SPMs) and any external consultants, Chambers' annual submissions to the legal directories, and developing beneficial relationships with the respective editors.
- Producing a bi-annual internal newsletter on Chambers' BD and marketing activities.
- Coordinating the production of branded materials for events, "credentials packs" for events and meetings.
- Contributing to the development and design of Chambers' brand image and style.
- Membership of the Business Development Committee.
- Line-managing the Marketing Assistant.

3VB seeks an exceptional person with the skill-set, temperament, and insightful approach to marketing in a legal context necessary to effectively play the crucial enabling role that is envisioned of this post. The successful applicant will be respected in their field and capable of quickly building positive working relationships across the set.

The Marketing Director will be articulate, strategic, and commercially savvy. They will be an adaptable and open-minded person, capable of quickly changing gear between strategic marketing and operational delivery of events, business development opportunities, and communications with directories and external stakeholders. They will be comfortable with breadth but have a depth of relevant experience in marketing and business development, ideally cultivated in an environment similar to that of a barristers' chambers.

The successful candidate will have occupied a senior marketing or business development role in a respected organisation. A successful track record of developing the brand of an organisation, evidenced by improved business performance, is key. Candidates not from a legal background will need to bring themselves up to date on issues facing the Bar and the profession. For such candidates it will be important to evidence having changed sectors and achieved rapid success, or to build a convincing case as to how they will do so.

The successful candidate will be:

A dynamic, motivational marketing professional able to create new ideas and launch initiatives

An excellent leader and listener with first rate inter-personal skills and the ability to gain confidence, mediate views and exercise persuasive influence in a Chambers of 80+ barristers: an excellent listener.

A critical thinker with the ability and judgment to identify and capitalise on growth opportunities in the market.

Able to build strong relationships and embed themselves into a wider team; able to manage a marketing assistant.

A hands-on person who is happy to roll up their sleeves when required.

A commercially savvy operator with a proven ability to maximize performance of businesses and people.

Someone with a high level of personal integrity and confidentiality.

Someone with the self-confidence and gravitas to represent 3VB externally, possessing tenacity, drive and a sense of humour.

TERMS OF APPOINTMENT

3VB

The Marketing Director will report to the Chambers Director.

An attractive package will be negotiated with the successful candidate. The role will be based in 3VB's Gray's Inn offices.

Appointment will be subject to referencing.

HOW TO APPLY

Saxton Bampfylde Ltd is acting as an employment agency advisor to 3VB on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/jobs using code **FAFAKB**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter. Letters should be addressed to Ewan McQuater QC and Adrian Beltrami QC.

The closing date for applications is noon 24 July 2019.

If you are unable to apply through the website, please call Saxton Bampfylde on 0207 227 0880 quoting reference FAFABK.

3VB is an equal opportunities employer and welcomes applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

Saxton Bampfylde





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