



Job Description

Job title:	Pitch Executive
Reports to:	Pitch Centre Leads and Head of Asia MBD
Department:	Marketing and Business Development (MBD)
Role Remit:	Regional
Direct report(s):	N/A
Indirect report(s):	N/A
Travel Required:	None
Location:	Shanghai
Contract type:	Permanent
Date Created/Evaluated:	August 2020
Career Framework Level:	

Role summary/purpose of job

Working closely with the leaders of the Freshfields Asia Pitch Centre, practice group leaders and relevant partners, the Pitch Executive will contribute to the quality of pitch management and proposal writing at Freshfields. This role also supports regional and global change programs and projects designed to enhance the effectiveness and efficiency of our pursuits.

Key responsibilities and deliverables

Pitch centre development

- Support a regional team approach to the management of pitches, proposals and capability statements across the Asia region.

Pitch process, delivery and analysis

- Write and project manage the delivery of both Chinese and English language proposals, pitches, capability statements and presentations, including ensuring quality control of content and format and coordination of input from global document services and design team members.
- Work closely with senior team members and fee earners to support the qualification of potential pitches, provide coaching on best practice pursuit approaches, conduct research, and develop key messages/value propositions.
- Build up a thorough knowledge of Freshfields clients, practice areas and experience.
- Develop a solid understanding of the Asia regional market and relevant practice and sector areas.
- Log all pitches in the pitch database and solicit and record outcome together with any feedback.
- Where relevant, conduct proposal debrief meetings with the lawyers or the client to understand the outcome and improve pitching success rate in the future.



- Monitor key client satisfaction metrics to ensure the highest-quality pitch production within the shortest possible timeframe.
- Ability to communicate clearly in written and verbal English, as this is the main language of communication for team meetings and emails.

Knowledge and experience management

- Collect and enter relevant information on the firm wide business development systems (eg pitch tool kit, experience and pitch databases and bio manager) on a regular basis.
- Maintain and improve the quality of experience lists and other business development content in the experience database and other relevant pitch infrastructure and databases.
- Help build and maintain a library of best practice documents and materials that will help to improve the quality of pitches overall, and support projects designed to improve knowledge capture and management.
- Working with the MBD and KM support, identify and capture experience and add the records into the experience database.

Firm rankings and directories

- Using the experience database and experience capture processes, draft submissions for legal directories and other awards.

Team collaboration

- Contribute to a collaborative and achievement-oriented culture within the pitch centre team and help maintain an exceptional standard of client service amongst the team members.
- Monitor the fee earner and client perceptions of the quality and usefulness of the pitch centre and provide regular reporting back to the team.

Internal training

- Ensure best practices are identified and shared within the pitching team and with other members of the MBD department.
- Where appropriate, train fee earners and MBD team members on effective proposal management and writing, and other best practice.

Team relationships

- Build strong relationships with the MBD team across Asia, office marketing personnel, and BDMs in relevant network offices and central MBD teams (e.g. Pitching, Global Markets, Global Campaigns, Communications, Sector Groups).
- Maintain strong relationships with relevant members of the Asia Business Services teams (KM, HR, Finance, Risk and Conflicts, Office Services and IT).



Key requirements (Communication/skills/experience)

Essential

- Degree educated, preferably in marketing/business, law or economics.
- 2 – 4 years of experience in business development, preferably in a professional services firm.
- Proven track record of project management and delivering against objectives.
- Excellent English and Chinese writing and speaking ability.
- Experience of working in an international context in roles that require buy-in and engagement of senior management or partners.
- Excellent English and Chinese writing and speaking ability.

Desirable

- Experience of legal services and relevant practice highly preferred.
- Strong planning and project management capability.
- Strong attention to detail and ability to deliver both high quality content and flawless pitches and presentations, including strong editing capabilities.
- Advanced Word user, proficient in Excel and PowerPoint.
- Confident, mature, intelligent with a robust personality.
- Resilient, able to work under pressure and deliver on tight deadlines.
- A team player capable of building excellent working relationships.
- Strong influencing skills combines with diplomacy and discretion.

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

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