



**CONYERS DILL & PEARMAN**

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**Business Development & Communications Specialist – BVI Office**

Conyers is a leading international law firm advising on the laws of Bermuda, the British Virgin Islands and the Cayman Islands. Conyers has over 145 lawyers in six offices worldwide and is affiliated with the Conyers Client Services group of companies which provide corporate administration, secretarial, trust and management services.

Conyers currently has an opportunity for a Business Development & Communications Specialist supporting its BVI office. This full-time role will be located in the British Virgin Islands, and works in close collaboration with the firm's Global Marketing Team located in Toronto, Canada.

Responsible for oversight, management and execution of Marketing Communications and Business Development in the BVI office, this position will report to the Head of Business Development & Strategy.

**Key Job Accountabilities**

**Communications & Content Marketing**

- Research and secure editorial placement in key industry publications
- Facilitate media buy, working directly with international publications to secure ad space
- Write and publish content for firm newsletters, legislative alerts, press releases, brochures, event materials, web pages, social media, blogs and video
- Proofread written materials in both digital and print mediums to ensure alignment with the firm's style guide
- Track, analyse and report on media metrics using Cision media platform
- Facilitate the distribution of content from developing briefs to final output on web and social channels
- Strengthen firm profile and brand recognition in targeted markets through social media and other appropriate channels
- Provide on-going social media training and support to BVI lawyers and managers

**Business Development**

- Drive annual business planning for all BVI practice groups and work with lawyers to develop and execute their strategic practice plans for both the legal and client services business lines
- Be a trusted advisor to the lawyers in the BVI office by staying current on competitor and global market activity and identifying potential opportunities for the BVI practices
- Manage budgets and spend relating to all BVI BD activities
- Report on KPIs and on progress of marketing plans and key initiatives
- Complete and submit ranking directory and award submissions for the BVI office in collaboration with the BVI partners
- Work with lawyers to prepare RFIs/RFPs as required
- Coordinate and execute all activities relating to international conferences & events executed by the BVI office
- Work with attorneys to ensure CRM contacts remain accurate (secretaries are responsible for data entry)

- Vet incoming digital leads and communicate qualified leads to appropriate BVI lawyers, tracking follow up

## Key Job Requirements

- A related university degree or a comparable equivalent
- Five years of professional experience in marketing and business development
- Knowledge of core marketing principles including; strategy development, branding, market research, competitive intelligence, credentials and RFP response preparation
- Confident, positive self-starter who can win the trust of lawyers, as well as professionals in all administrative departments
- International legal marketing and business development experience preferred
- Excellent communications skills: timely follow-up, ability to articulate objectives, strategies and tactics to various teams across office locations
- Outstanding organizational skills and project management experience: ability to manage/prioritize multiple projects simultaneously and use project management tools effectively
- Exceptional written communication skills with the ability to translate complex/technical materials into useful marketing messaging
- Exceptional proofreading skills with a meticulous eye for detail and proven ability to understand the rules of grammar and punctuation
- Experience working with media in all capacities (i.e. pitches, media buying, research, reporting)
- Self-starter who can successfully work through ambiguity
- Ability to analyze data, interpret for a broad audience and develop fact-based recommendations to drive marketing decision-making
- Ability to build partnerships across many functional teams and levels of the organization, including building excellent working relationships with team members in other offices
- Work effectively in a fast-paced, dynamic environment
- Strong computer skills required, including Microsoft Excel, PowerPoint, Word, Teams, etc.
- Familiarity with social media platforms and content management systems is an asset
- Experience with InterAction, Vuture and Cision is an asset

To apply, please send your CV to [careersbvi@conyers.com](mailto:careersbvi@conyers.com)