



CONYERS DILL & PEARMAN LLP

SIX, 2nd Floor, Cricket Square
PO Box 2681, Grand Cayman KY1-1111
Cayman Islands

T +1 345 945 3901

conyers.com

Business Development & Communications Specialist – Cayman Islands

Conyers is a leading international law firm advising on the laws of Bermuda, the British Virgin Islands and the Cayman Islands. Conyers has over 130 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 and Communications Specialist supporting its Cayman office. This 12 month contract role will be located in the Cayman Islands, and works in close collaboration with the Business Development team in Cayman and the firm's Global Marketing Team located in Toronto, Canada.

This position will report to the Head of Business Development & Strategy.

Key Job Accountabilities

- Work with the Cayman BD team to assist with execution of global marketing plans as they relate to the Cayman Office
- Conduct annual business development planning in conjunction with the Cayman BD team and Head of Business Development & Strategy
- Work with lawyers and managers to support creation of marketing collateral and content development for all Cayman practice groups
- Create (and prepare Briefs for) content for all Cayman practice groups (thought leadership, press releases, alerts, social posts, video)
- Facilitate requests for updates to the website (bio updates, new web copy etc.)
- Strengthen firm profile and brand recognition in targeted markets through social media and other appropriate channels
- Manage local research requests to evaluate all new business development opportunities
- Vet incoming digital leads and communicate qualified leads to appropriate Cayman lawyers and track follow up
- Develop strong working relationships with local media
- Responsible for all directory and award submissions for the Cayman offices, including collation of content and writing of submissions
- Provide social media training and support to Cayman office lawyers and managers
- Prepare and implement RFIs/RFPs as required
- Work with lawyers to complete deals and cases forms for inclusion in central database
- Stay on top of trends and developments in the offshore legal market to be able to recommend new strategies/initiatives to facilitate business growth
- Maintain regular, collaborative contact with Global Marketing Team members in other offices and systematically track all ongoing initiatives in project management tool

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
- 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
- Effectively work in a fast-paced, dynamic environment
- Strong computer skills required, including Microsoft Excel, PowerPoint, Word, Access etc.
- Experience with InterAction and Vuture is an asset

To apply, please send your CV to careerscayman@conyers.com.