



Conyers is seeking a **Senior BD & Communications Executive** to join our Hong Kong office. This is a pivotal role supporting our global business strategy, working closely with **Partners, Lawyers, and Business Managers** to drive business development initiatives across Asia and beyond.

Reporting to the **Business Development & Marketing Manager (Asia)** and supported by our global marketing team, including **Communications, Creative, and Digital**, this role offers a dynamic opportunity to shape and execute impactful BD strategies.

Key Job Accountabilities

- **Strategic Planning & Execution:** Assist the Business Development & Marketing Manager (Asia) in developing and implementing business development and marketing plans and strategies for both the legal and client services business lines.
- **Client Relationship Management:** Leverage the firm's CRM system to manage client data, support engagement efforts, and contribute to relationship-building initiatives.
- **Marketing and Communications:** Coordinate marketing campaigns and events. Work with global communications teams to produce and distribute content across multiple channels, including newsletters, thought leadership, press releases, pitch materials, and social media content.
- **Project Management & Execution:** Lead and coordinate multiple business development and marketing initiatives, ensuring alignment with strategic priorities. Apply strong organizational and stakeholder management skills to drive projects from concept to completion on time while maintaining high standards of quality and responsiveness.
- **Administrative Support:** Provide proactive support to lawyers and the CCS team across Asia, including coordination and reporting as required.
- **Pitching & Collateral Development:** Draft compelling pitches and marketing materials in both English and Chinese, tailored to client needs and market trends, as well as tracking outcomes in our CRM.
- **Awards & Directory Submissions:** Manage the end-to-end process for submissions to legal directories and for regional awards.

- **Digital Marketing & Online Presence:** Working with the Head of Digital Marketing, manage and grow the firm's digital footprint across key platforms including the website, LinkedIn, WeChat, and Instagram. Collaborate with global teams to develop targeted content, optimise engagement, and ensure brand consistency across channels. Monitor performance metrics and leverage analytics to refine campaigns and enhance visibility of the Asia practice.

Note: This list is not exhaustive and may evolve based on business needs and as such, the role may also include undertaking additional tasks as required.

Experience and Requirements

- 5 years of experience in a business development or marketing role within a law firm
- Excellent communication, negotiation, and relationship-building skills
- Strategic thinking and planning
- Chinese and English language skills
- Proficiency in market research and data analysis
- Adaptability
- Driven
- Growth mindset
- Professional integrity

To apply, please send your CV to jodie.lok@conyers.com. Closing date is 30 January 2026.