

ROLE: Business Development Manager

START DATE: As soon as possible

A BIT ABOUT US

PCK Intellectual Property (“PCK”) prepares patents and trademarks for leading technology companies across the globe. We are a boutique professional services firm comprised of patent and trademark agents with degrees in engineering, science, mathematics and physics. We protect innovations across a range of technologies including software, telecommunications, chemistry and biology.

Diversity is an important firm value. We are committed to providing equal opportunities in employment, to fostering a diverse and inclusive workplace, and to providing a workplace which is free from discrimination and harassment. We welcome applications from equity deserving groups, including Indigenous, Black, other people of colour, persons with disabilities, women, and members of LGBTQIA2S+ communities.

We balance professional excellence with a friendly working environment. We foster an environment where staff know they are appreciated, and their well-being and happiness is of paramount importance to the PCK family!

THE OPPORTUNITY

As PCK continues to grow, we are looking to add a Business Development Manager (reporting to the CFO and CEO) who is experienced in building lasting customer relationships and is passionate about making meaningful contributions. Responsibilities include but are not limited to:

- Provide strategic support and recommendations for the development of the firm’s marketing and business development plans.
- Strategically orchestrate major conferences, oversee logistics, and facilitate meetings between professionals and attending clients/prospects. Coordinate personalized events between professionals and key client contacts, while executing strategic marketing trips to engage both prospective and existing clients.
- Coordinate marketing efforts including event organization, sponsorships, and material management while collaborating with relevant teams to update pricing, logos, templates, and collateral. Additionally, oversee the firm's social media presence, email communications, website, blog, and the creation/editing of graphics and advertisements.
- Coordinating and supporting award nominations and submissions (IP Starts, Best Lawyers, Who's Who, Lexpert, Legal500).
- Proficiency in SEO principles essential for driving business development and optimizing website performance.
- Monitor the firm's memberships in professional organizations and designate primary engagement responsibilities.
- Identify relevant publications and target verticals for marketing purposes.
- Coordinate the creation and distribution of information packages to potential clients, facilitating follow-up communications with relevant professionals.

- Manage and maintain Business Development (BD) cases, ensuring accuracy and completeness.
- Oversee intake procedures, perform conflict checks, draft and dispatch engagement letters, ensuring prompt execution and return, and manage retainer invoicing.
- Utilize associate reciprocity statistics to efficiently allocate originating work (training provided for those eager to learn). Maintain close awareness of key clients and decision-makers.
- Reviewing firm data (client, prospects, event and marketing lists) to identify leads and growth clients and identify opportunities to help close business. Qualify leads through web inquiries and calls, closing sales opportunities.
- Participate in budgeting processes and assist with prospect RFPs. Complete audit requests and triage government-funded clients, assisting with statements of work and invoicing procedures.
- Conducting market, competitor and client research and analysis to identify opportunities for growth and expansion.
- With input from Management, developing and tracking Key Performance Indicators (KPIs) for business development activities to measure effectiveness and ROI of marketing and outreach efforts. Regularly reviewing and analyzing performance against KPIs to identify areas for improvement and adjust strategies accordingly. Presenting reports on business development activities and KPI achievements to Management on a regular basis.
- Any other tasks that may be assigned from time to time.

THE SKILL SET

- 5-8 years experience in a business development and/or marketing role. Experience in a legal setting would be considered an asset, but not required.
- Strong familiarity and experience with marketing principles and strategies for promoting services effectively.
- Ability to coordinate events, meetings, and travel arrangements efficiently. Strong organizational and prioritization skills (project management skills) with the ability to maintain accurate and up-to-date records.
- Excellent communication skills, both written and verbal, for engaging with clients and professionals.
- Analytical mindset for identifying target markets and opportunities.
- Proficiency in CRM systems and other relevant software for managing client relationships.
- Attention to detail for maintaining accuracy in documentation and communications.
- Ability to multitask and prioritize tasks effectively. Energetic, used to working in a fast-paced environment and working effectively under pressure.
- Advanced skills with Microsoft Office.
- Positive attitude, a passion to succeed, surpasses expectation, flexible and able to adapt to change.
- Collaborative attitude for working with various teams and stakeholders across the organization.

This position can either be based entirely to work out of our Toronto office or the option to work hybrid (1-2 days per week in office).

Please submit your resume and cover letter online to hr@pckip.com.

PCK is committed to accessible employment practices that are in compliance with the Accessibility for Ontarians with Disabilities Act ('AODA'). If you require accommodation for a disability during any stage of the recruitment process, please notify us at hr@pckip.com.

We thank all applicants for their interest, however, only those selected for further consideration will be contacted.

