

Business Development Analyst – Marketing Technology, CRM & E- Marketing

PeopleSoft Job Code / Title: 6063 / Business Development Analyst
Department / Subdepartment: Business Development
Organizational Relationship: Reports to the Business Development Manager – Marketing Technology, CRM & E-Marketing
FLSA Status: Non-Exempt
UCM Level: Level 2
Last Updated: September 6, 2024

General Summary:

The Business Development Analyst – Marketing Technology, CRM & E-Marketing works closely with the Business Development Manager – Marketing Technology, CRM & E-Marketing to support and advance the firm's CRM & E-Marketing initiatives as part of the firm's Marketing Technology strategy, supporting on project management, analysis, training, implementation, and communications. This role involves working with international teams, understanding local differences, and tailoring strategies for optimal impact. The Analyst plays a vital role in maintaining consistency in messaging and branding across various regions.

Essential Duties and Responsibilities:

"Essential duties" are those that an individual must be able to perform with or without reasonable accommodation.

1. Supports all project management and administration of global CRM & E-Marketing initiatives
2. Delivers CRM & E-Marketing projects successfully to support the strategic objectives of Business Development as well as individual partner goals
3. Actively champions the firm's CRM system by organizing training sessions, creating clear user guides, providing continuous support, and empowering staff at all levels to fully leverage the system's capabilities
4. Serve as a key contact for assigned region(s), providing guidance and support in CRM management and e-marketing activities.
5. Manages and executes e-marketing campaigns for assigned regions, from delivery to performance analysis.
6. Supports data analysis and the creation of powerful and compelling reports and presentations summarizing data for the firm, which includes assisting with preparing and delivering reporting for the firm's leadership to support strategic decision making
7. Supports internal communications and collaboration efforts to ensure the program delivers value and supports revenue goals, working closely with Business Development teams across the firm
8. Contributes to the maintenance of information in the firm's client relationship management (CRM) system, which requires leveraging an understanding of the various technologies and systems in place to marry a range of data with client activities and client insight
9. Assists with special projects related to CRM & E-Marketing as needed until completion

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10. Promotes effective work practices, works as a team member, and shows respect for co-workers

Position Specifications

Education

- Bachelor's degree or equivalent required

Work Experience

- A minimum of three years' experience supporting business development or marketing initiatives required

Knowledge, Skills & Abilities

- Have very strong attention to detail, and the ability to work methodically
- Have solid communication skills, both written and verbal, including effective interpersonal communications and the ability to interact with people at all organizational levels
- Have a flexible, 'can-do' attitude
- Proficiency in CRM platforms, including Microsoft Dynamics (Peppermint experience is a plus)
- Familiarity with large data sets, databases, and Microsoft Office programs (Microsoft Word, Excel, and PowerPoint)
- Experience in a Business Development or Marketing role with related analytical experience in a legal or professional services environment is preferred
- Strong data analysis and reporting skills
- Ability to work in a global team environment
- Ability to develop a strong understanding of CRM & E-Marketing, both generally and within the firm
- Are motivated to grow with the team and contribute to our long-term success

Additional Requirements

- Occasional travel may be required

Physical Demands

- Extensive time using a computer including use of a PC keyboard and mouse or similar data input devices is required.

Working Conditions

All Latham & Watkins positions are in a typical indoor office environment.

The statements contained in this position description are not necessarily all-inclusive; additional duties may be assigned, and requirements may vary from time to time, and from location to location.