

# Role Description

## Marketing and Business Development Officer



### Overview:

DFDL is a leading international law firm specialized in emerging markets with regional legal, tax and advisory investment expertise developed throughout the South and Southeast Asia, and beyond.

With a team of over 150 local and foreign advisers in 9 countries (Cambodia, the Lao PDR, Myanmar, Thailand, Vietnam, Singapore, Bangladesh, Indonesia and the Philippines) including the collaborating firms, we provide unique value propositions and innovative solutions to our clients, with a particular focus on:

- Banking and Finance
- Corporate
- Mergers and Acquisitions
- Energy, Mining and Infrastructure
- Real Estate and Construction
- Taxation

### Position

We are looking to recruit a Marketing and Business Development Officer to be based out of the firm's headquarters in Phnom Penh, Cambodia.

The successful candidate will have the opportunity to work in a multi-cultural environment with career development and personal growth opportunities.

<b>Report to:</b>	Managing Director of the firm's Cambodia office, the Regional Marketing and Business Development Director and the Business Development Manager.
<b>Key internal relationships:</b>	Marketing and business development team, senior management and advisers, particularly those who interact directly with clients.
<b>Key external relationships:</b>	Current and potential clients, business associations, chambers of commerce, media and similar organizations.
<b>Salary range:</b>	Competitive, commensurate with experience and qualifications.
<b>Position type:</b>	Full time.
<b>Commencement:</b>	As soon as possible.
<b>Applicants eligible:</b>	Any experienced candidate residing in Cambodia.
<b>Location:</b>	Phnom Penh, Cambodia.

# Role Description

## Marketing and Business Development Officer

---



### ***Main duties of the role:***

To serve as the principal day to day point of support on all marketing & business development (BD) activities for the firm. This will include (but is not limited to):

### **Marketing**

- Working with the colleagues in the Marketing, BD and Knowledge Management team to raise the profile of the firm's brand in the markets it serves.
- Driving the creation and review of content resources, marketing collateral and event management to support the above plan.
- Supporting the Head of Marketing & BD team to identify, monitor and report on market positioning trends and opportunities specific to the firm.
- Directories: Preparing the firm's submissions to rankings publications and industry awards to raise and maintain awareness of the firm and improve rankings.
- Pitches/Proposals: Working with the partners and practice heads to manage and prepare pitches and proposals including research, drafting, editing, collating information, proofing and collating pitch stats and testimonials.
- Brand: As required/directed, delivering a mix of profiling and communication programs to increase expertise (brand) recognition utilizing a variety of marketing channels including:
  - High profile brand building initiatives; and
  - Newsletters, alerts and other publications, including internal communication.
- Maintaining and updating deal/credentials/people/database profiling through consistent media management.
- Timely maintenance, periodic review and updating of the firm's core collateral such as website, articles, adviser profiles, credential documents, deal databases and brochures.
- Managing website and online profiling/Social Media/Search Engine Optimization/Linkedin & article push strategies.

### **Business Development**

- Supporting the Head of Marketing & BD team, partners and the heads of the practices in developing and delivering a firm-wide multichannel communications plan which encompasses the needs of each practice area.
- Supporting the Head of Marketing & BD team, partners and advisers in the development and implementation of selected BD strategy and Client Relationship Program.
- Developing thought leadership/proprietary research and forums.

### **Event Management**

- Managing events from inception to completion from messaging through to ROI including:
  - Targeted content driven seminars and events;
  - Industry, association and sector meetings; and
  - Client hospitality events and programs.
- Coordinating with partners on the development and execution of targeted email campaigns including the building of the campaigns and CRM management.

Other tasks not specifically listed in this document may be assigned to you from time to time.

# Role Description

## Marketing and Business Development Officer



---

### *Skills, Knowledge & Experience Required: (“Selection Criteria”)*

#### **Education/Minimum Qualifications:**

- Minimum 2-3 years broad marketing or business development experience in a services/legal environment and/or professional services background strongly preferred.
- Bachelor’s degree: relevant qualification in marketing, business studies/economics, law or social sciences.
- Excellent IT skills: InterAction, CRM, basic HTML, email marketing and advanced Microsoft Office, particularly Excel.
- Excellent project management and facilitation skills.
- Excellent written English.
- Attention to detail.

#### **Profile and Attributes**

- Considerable hands-on experience gained in a professional services organization or a B2B environment.
- Commercially savvy with a flexible and collaborative operating style.
- A proactive self-starter and practical problem solving skills.
- Strong team player with excellent influencing skills.
- Perceptive and tactful individual and effective communicator.
- Must be able to liaise effectively with a diverse mix of nationalities and cultures.
- Ability to manage and negotiate competing priorities.
- Ability to multi-task and work within subscribed deadlines.

#### **Desired skills & experience:**

- Friendly and approachable, with good people skills.
- Knowledge of administrative and clerical procedures.
- Languages other than English and Khmer would be an advantage.

#### **Contact Details**

##### **DFDL Mekong (Cambodia) Co., Ltd.**

№ 30, Norodom Boulevard, 4th Floor BRED Bank Building, Sangkat Phsar Thmey 3, Khan Daun Penh (PO Box 7), Phnom Penh, Cambodia.

Application shall be emailed to: [careers@dfdl.com](mailto:careers@dfdl.com)

Website: [www.dfdl.com](http://www.dfdl.com)

Telephone: +855 23 210 400.

Link to our online job announcement: <https://dfdl.workable.com/jobs/924397>

Applications should include a curriculum vitae or resume, accompanied by a covering letter outlining the candidate’s interest in and suitability for the position.

All applications and expressions of interest will be treated confidentially, being reviewed only by DFDL Senior Management and Human Resources team.