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BD and Marketing Executive - International law firm

BD and Marketing Executive

Job Information

Recruiter

Michael Page

Job ID

1526628

Industry

Legal

Company Type

Large Company (more than 300 employees) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7.5 million yen ~ 9 million yen

Refreshed

March 14th, 2025 10:46

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

The Business Development and Market Executive will support the Head of Country and Managing Partner in driving marketing, business development strategies, and initiatives for the Japan practice and APAC region. This role involves proactive business planning, client development, cross-selling opportunities, event preparation, and managing MBD infrastructure to ensure the firm's brand, reputation, and revenue growth.

Client Details

Our client is a leading international law firm known for its strategic commercial expertise, combining exceptional legal knowledge with deep industry insights and innovative thinking to help clients achieve their business goals. With almost 2 000 lawyers worldwide across offices in Europe, the Middle East, and Asia-Pacific, the firm also works with a network of trusted firms globally. The Tokyo office, established recently, is expanding rapidly and offers a unique opportunity for growth within a collaborative, dynamic environment.

Description

- Support the delivery of marketing and business development strategies for the Japan practice and APAC region, working closely with partners and fee earners on client development and growth initiatives.
- Drive innovative MBD processes, managing budgets, developing marketing materials, and leading event preparation while ensuring effective use of social media and PR opportunities.
- Facilitate cross-selling opportunities, contribute to legal directory and awards submissions, and maintain key MBD-related infrastructure to support business objectives and improve efficiency.

Job Offer

- The chance to lead BD and marketing activities in Japan for an international law firm.
- Flex working hours and work from home system.
- The firm prioritizes wellbeing, work-life balance, and flexibility to help individuals perform at their best while respecting their personal lives.
- Join a specialist international firm with global ambitions, offering exceptional opportunities and collaborative teams worldwide.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Jamel Akalay on +81 3 6832 8935.

Required Skills

- A proactive, creative, and detail-oriented individual with 5+ years of marketing and business development experience, ideally in a professional services or legal environment.
 - Strong communication and stakeholder management skills, with the ability to work collaboratively across teams and deliver high-quality results under pressure.
 - A self-motivated team player with excellent organizational abilities, a strong commercial acumen, and the drive to continuously improve processes and exceed expectations.
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Company Description

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