

**Fasken Martineau** is a leading international business law and litigation firm. With over 675 lawyers, we have offices in Vancouver, Calgary, Toronto, Ottawa, Montréal, Québec City, London, Paris and Johannesburg. We provide strategic and thoughtful advice in virtually all areas of business law to a broad range of clients including close to half of the Fortune 100 companies, corporate clients, government agencies, regulatory authorities, non-profit bodies and individual clients. For additional information, please visit the firm's website at [www.fasken.com](http://www.fasken.com).

## **MANAGER, STRATEGIC INITIATIVES**

Reporting to the Director, Strategic Initiatives, the Manager, Strategic Initiatives is responsible for the execution of the firm wide US strategy initiative as well as supporting the Director, Strategic Initiatives in the development and implementation of other key portfolio programs. This position is directly responsible for research and analysis, strategy development and implementation, reporting, development of appropriate tools and support, and resource management.

### **Major Responsibilities:**

- Work with the US Committee Chair, US Committee and CMO to develop and implement the firm's strategy for US business development;
- Work with the Director, Business Development, the Business Development team, practice groups, and lawyers to identify, evaluate, and pursue business development opportunities;
- Work with the Director, Communications and external PR consultants to develop and implement the US media and public relations strategy;
- Develop and manage key program relationships both internally and externally;
- Use market intelligence reports and conduct research critical to contributing to the development of the US strategy and other programs;
- Identify and formulate new business development tools to support lawyers traveling to the US;
- Prepare periodic and year-end reports assessing all components of the US program and formulating go-forward recommendations;
- Plan and prepare materials for regular US planning sessions and chair the weekly US Steering Committee meetings;
- Train, mentor and supervise other Strategic Initiatives staff;
- Work with the finance team to prepare monthly revenue and budget reporting;

- Assist in the compilation and analysis of key reports and metrics to measure marketplace performance;
- Act as the main point of contact for all US related queries and requests for support, redirecting as appropriate;
- Ensure processes are in place to accurately and consistently capture and disseminate relevant information regarding all US related activity conducted by the firm;
- Assume additional responsibilities as required.

### **Do you have what it takes?**

- Do you possess a degree in a Business or Marketing discipline coupled with at least 8 years of relevant work experience inexperience in marketing, sales or business development in a professional services environment?
- Do you have experience managing multi-stakeholder initiatives?
- Are you a strong leader who has successfully coached, mentored, developed and motivated others?
- Can you confidently work within the political dynamics of an organization, build and maintain partnerships and relationships while influencing, and persuading legal professionals and senior management?
- Do you understand the business drivers in the market and have a proven ability to develop and implement strategic initiative and supporting tactics?
- Do you have strong project management abilities including setting priorities, planning, organization, follow-through, delegation and negotiation skills?
- Do you understand how to build, manage and track budgets and analyze ROI?

If you answered “yes” to the above questions, please submit your application by e-mail to [faskenhr@fasken.com](mailto:faskenhr@fasken.com). We appreciate hearing from all qualified candidates, however, only those applicants whose background and experience match our requirements will be contacted. No telephone calls, please.