



BD & Marketing Specialist - International Law Firm

Gaishikei culture, Good Team, WLB

Job Information

Recruiter

ALBERTO K.K.

Hiring Company

Global Law Firm - Tokyo Office

Job ID

1559535

Industry

Legal

Company Type

Small/Medium Company (300 employees or less) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Chiyoda-ku

Salary

6 million yen ~ 9 million yen

Refreshed

December 4th, 2025 01:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Entry Level

Minimum English Level

Business Level (Amount Used: English usage about 25%)

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

This role is responsible for driving forward and supporting the business development and marketing activities of all practice groups for the Tokyo office (mainly corporate, finance, real estate and tax groups)

Reporting to the BD Manager, Tokyo, the successful candidate will actively promote and facilitate cross-selling of the Tokyo office across our international offices (especially Asia), practice groups and sectors

They will help drive forward the firm's client development efforts across Asia, including our firm's key client initiatives

Key Responsibilities

Pitches: Create pitch documents and capability statements in English and Japanese, following firm standards. Keep local marketing materials updated and aligned with the global brand. Support practice groups with marketing advice.

Database Management: Help teams log deal and matter details accurately. Maintain up-to-date CVs for Tokyo lawyers and manage client contact lists in the CRM system.

Marketing: Produce and regularly refresh Japan-focused marketing content for practice groups and sectors. Ensure website descriptions are current and accurate.

Directories & Awards: Prepare submissions for legal directories and awards, coordinating with global teams to ensure consistent messaging across regions.

Events: Support planning and delivery of local events, sponsorships, and speaking opportunities that reflect the firm's brand and strategy. Promote events internally and externally.

Business Planning: Help develop annual business plans and contribute to project planning and budgeting for Tokyo practice and industry groups.

Strategic Initiatives: Support firm-wide marketing and client programmes in Asia. Assist partners with business development, pitches, and client feedback efforts.

Knowledge: Provide administrative support to the Tokyo knowledge team as needed.

Other Duties: Take on additional tasks as assigned by senior marketing and business development leaders.

Required Skills

3-5 years experience in similar roles

Excellent communication skills in English and Japanese

Bachelor's Degree preferred

Experience of Microsoft Office Suite is essential

Display a consistently positive attitude and a "can do" approach, the ability to stay calm and composed in often demanding situations

The ability to work well both on own initiative and collaboratively as part of a team

Excellent interpersonal skills with the ability to exercise tact and diplomacy

Excellent project management skills to meet multiple deadlines at a time, dealing with demanding workload and conflicting priorities

A sound understanding of professional marketing approaches and new business issues

Company Description