

Competitive Intelligence Analyst

Akerman LLP

Akerman LLP is seeking to expand its competitive intelligence team to support the firm's 700+ lawyers in 24 offices. The Competitive Intelligence Analyst will conduct in-depth research and analysis of companies, sectors, practice areas, geographic markets, technologies, and competitors using a comprehensive variety of print and online research tools. The Analyst will leverage internal and external resources to identify opportunities and assess risks along with providing information that helps address the challenges faced by practice teams, client teams, individual attorneys, and firm management and strategic planning initiatives.

The Analyst will work closely with the Senior Competitive Intelligence Analyst and other functional areas of the Client Development and Marketing team, Library Services, as well other departments to execute the firm's business and competitive intelligence deliverables.

The Analyst will develop and communicate insightful and actionable intelligence to aid strategic decision making to drive business development, profitability, growth, prospective/client retention and other business opportunities.

The Competitive Intelligence Analyst is a demanding position in a fast-paced environment, and the ideal candidate must have strong written, analytical, and project management skills, as well as the ability to prioritize tasks and meet tight deadlines. The Analyst be able to demonstrate initiative, eagerness to learn, strong intellectual curiosity, and willingness to take ownership of key projects. It is essential that this person be a self-starter and be able to work both collaboratively as well as independently.

Job functions include:

- Under general direction, conduct in-depth research and analysis of key individuals, companies, sectors, industries, technologies, market segments, and competitors to uncover key, actionable information and insights and summarize into concise deliverables
- Prepare high-level strategic profiles in response to specific target opportunities such as in the preparation of a client meeting or pitch, RFPs, conferences, or other strategic initiatives for the client development team, lawyers, and firm management
- Identify practice or client trends to support client and new business development activities
- Aid the CI team in developing client cross-marketing opportunity reports along with conducting research to address Akerman's competitive position in geographic locations, sectors, and practice groups
- Stay abreast of trends and technologies in the legal industry

- Projects vary in nature from the more complex research assignments to routine company/people profiling, and key target/client or sector monitoring; the Analyst will also support client development efforts such as conducting market/deal research and screening reports, transactional research, client history reports, and develop targeted lists
- Aid the Sr. CI Analyst in maintaining accurate tracking and reporting of research requests to demonstrate ROI, firm trends, and patterns

Required Skills & Abilities:

- Bachelor's degree from a four-year college or university
- 2+ years of experience conducting market or business research and analysis activities
- Highly curious, analytical skills, and ability to convey research in written form with attention to detail
- Ability to digest, synthesize, and manipulate large sets of data into a clear, concise manner
- Ability to work in a team environment and manage multiple priorities and deadlines
- Proficiency in MS Excel, MS Word, and PowerPoint, and Adobe to synthesize and present data
- Must be responsive, service-oriented, and have the ability to adapt and reprioritize projects as needed
- Ability to follow complex instructions with a high degree of accuracy
- Ability to maintain confidentiality is essential
- Knowledge of corporate and legal research tools such as Hoover's, Pitchbook, Westlaw, Lexis Advance, Monitor Suite, and other third-party and public resources and mining internal data in CRMs, and financial systems
- Comfortable working in a collaborative environment and sharing and exchanging ideas
- Strong organizational skills
- Have basic knowledge of company financial datasets and investor reports

Preferred Skills:

Law firm and/or professional services experience

The ideal candidate will have at least 1-2 years of experience in working in legal marketing

We offer an excellent compensation and benefits package.

How to Apply:

To apply, go to <https://recruiting.ultipro.com/AKE1000ASEPA/JobBoard/b855fc7e-c6e0-90cc-b829-ddbebeb6f274/OpportunityDetail?opportunityId=989c2c85-df30-4c17-a49c-003096faaed8>

