

BUSINESS DEVELOPMENT AND MARKETING MANAGER

MELBOURNE

ORGANISATIONAL ENVIRONMENT

The VGSO works with government to serve Victoria, providing responsive legal advice and strategic guidance. Our place within government, ensures we are at the centre of legal change, reform and problem-solving.

Our difference is a committed and nuanced understanding of government's legislative and regulatory frameworks. Working across government departments, agencies and authorities, the VGSO is uniquely placed to provide sophisticated advice and guidance, informed by its whole of government perspective. The VGSO operates as a service-driven legal professional practice that is determined to support public service.

We draw great strength and pride from supporting each client with care and precision, understanding that complex problem-solving, timely legal advice and strategic guidance are central to the development and delivery of public policy and a robust legislative framework.

The VGSO operates similarly to a mid-tier law firm. Our business model is a 'fee for service' model which requires all solicitors to bill their time and meet

a financial budget. Except in relation to matters for which the VGSO is an exclusive provider of legal services to government, all of the VGSO's work is contestable with private sector legal services panel firms. We strive for excellence in this competitive environment.

VGSO is a great place to further develop your career and skills in the government legal sector. We offer both our legal and administrative professionals a broad range of opportunities to be part of our success. We encourage diversity and open communication where individuality and personal attributes are valued. Our leaders are accessible and have day to day involvement in the work we undertake for clients.

In all aspects of the VGSO's operations, we aim to comply with our values: Responsiveness, Integrity, Insight, Collaboration and Excellence.

BRANCH OVERVIEW AND ENVIRONMENT - CORPORATE SERVICES

Corporate Services is responsible for the provision of effective, efficient and proactive support services to the VGSO, involving a wide range of corporate areas, including:

1. Finance
2. Business Development and Marketing
3. Information Technology
4. People and Culture
5. Business Support and Administration, including Records Management and Reception.

While each area is responsible for the different and specific functions, Corporate Services staff endeavour to provide a complete and thorough provision of services to all internal and external clients.

PRIMARY OBJECTIVE OF ROLE

The role has both a strategic and operational focus. The primary objective is to lead and manage the provision of high quality business development, marketing and communications advice and expertise to expand the VGSO's brand and competitive edge. This is executed through the development of innovative strategies and initiatives which translate into new business opportunities/revenue streams.

KEY ACCOUNTABILITIES

- Project manage and contribute to multi-year Strategic Plan and Annual Business Plan initiatives, designed to raise awareness of the VGSO (value proposition and service standards) and its' client base, providing input into organisational change and process/system improvement projects.
- Lead and manage the Business Development and Marketing function, including Communications Advisor, Events & CPD Training Coordinator, Client Data Analysis and Business Development and Marketing support services.
- Proactively own and drive the VGSO's Client Relationship Framework (CRM) and work collaboratively and coach portfolio leads the Executive Leadership Team (ELT) members and senior lawyers, in building capability and executing Client Action Plans and growth strategies across key government clients.
- Maintain oversight and provide expert advisory support of all executive level stakeholder engagement with existing and potential clients, peak bodies, communities of practice and be market aware of developments, key staffing movements, opportunities across government, and key trends in the legal services market.
- Lead, leverage and negotiate high value and/or complex and cost effective tenders and secondments to government clients and client leads/presentations, together with Legal Service Panel (LSP) and other government reporting.
- Manage and oversee the annual Events and CPD Training Schedule for government lawyers (client sand VGSO staff) including monthly seminar series and quarterly Legal Induction and Board Induction Sessions, utilising internal subject matter experts and external guest speakers.
- Identify client data requirements to inform effective and efficient business development opportunities, including conducting extensive client research as required.
- Manage the effectiveness of the bidding processes and activities to enhance the VGSO's 'win rate' and proactively monitor and seek out client feedback and implement strategies to effectively address feedback.
- Prepare and present monthly reports to the ELT against a dashboard of relevant performance measures and metrics.
- Develop and operationalise effective strategies for internal and external communications through a variety of channels.
- Employ continuous improvement and best practice approaches to build effective client strategies, maintain the VGSO's reputation and competitive edge and enhance the VGSO's marketing collateral and brand awareness.
- Build, maintain and leverage relationships with peers, senior internal and external stakeholders and clients to expand business opportunities and build knowledge management.
- Other duties and key projects as directed by the VGS, COO and/or ELT.

KEY SELECTION CRITERIA

Technical Expertise

- Demonstrated ability to develop and implement successful business development, marketing and communication strategies and initiatives in alignment with strategic objectives and business plans.
 - Demonstrated subject matter expertise with the ability to present, influence and negotiate with key stakeholders which translate into new business opportunities and successful outcomes.
 - Highly advanced interpersonal and communication skills (written and verbal) to build effective networks and partnerships with internal and external stakeholders, and key and potential client groups.
 - Demonstrated experience in leading and managing a team of professionals with a high level of accountability and a creativity to achieve positive business outcomes.
 - Ability to apply strategic planning, business acumen, knowledge management and evaluation methods in a dynamic and faced paced environment with a high level of conceptual and analytical skills.
- Solid understanding and knowledge of the workings of government and sensitivities of operating in the public sector, while applying a high level of tact, discretion, confidentiality and judgement.
 - Strong research and IT skills/ knowledge of platforms and systems to create effective and efficient systems and processes.
 - Demonstrated ability to work independently and effectively in a team environment with tight timeframes and manage and deliver on multiple and shifting projects, tasks and priorities.

Qualifications

- Tertiary qualifications in business development, marketing, communications or a related field is mandatory.
- Client relationship management experience in a law firm or professional services environment is highly desirable.

Other relevant skills, knowledge and experience

- The role may suit a non-practising lawyer with business development and marketing experience.

RELEVANT INFORMATION

The successful applicant will be employed under the terms and conditions of the Victorian Public Service Enterprise Agreement 2016 (or the relevant agreement in place from time to time) and the Public Administration Act 2004.

Non VPS applicants will be subject to a probationary period of three months.

The successful applicant will be required to undergo a Criminal Records Check, and complete a Pre-existing Illness and Injury Declaration Form.

Further information about the Victorian Government Solicitor's Office can be found on our website: www.vgso.vic.gov.au.

PRIVACY NOTIFICATION

The VGSO requires declarations and personal information relevant to your employment. The collection use, handling and disclosure of this information will be consistent with the requirements of the Privacy & Data Protection Act 2014 (Vic) and the Health Records Act 2001. Further information on our Privacy Policy can be found on our website: www.vgso.vic.gov.au



Q&A

WITH MARLO BARAGWANATH,
VICTORIAN GOVERNMENT
SOLICITOR

What can you tell us about the opportunities for VGSO and the strategy and vision for the BD & Marketing team?

The VGSO is in the second year of a three year strategy. This role is central to the delivery of the strategy as the VGSO seeks to reinvigorate its approach to business development and client relationship management. Whilst the VGSO's client base is limited to the Victorian public sector, there are many parts of that sector where there is significant opportunity for growth and to further build our relationships. The VGSO is one of a handful of organisations in the Victorian Government which has involvement in issues across Government which means no two days are ever the same!

Tell us about the culture at VGSO.

There has been a significant amount of change at the VGSO, with only 2 of the original executive team having been at the VGSO for longer than two years. The VGSO tends to attract employees who are very brilliant but also committed to public service, the sense that their work 'makes a difference'. Our staff are keenly

interested in how Government works and ensuring that Government has the best advice to make proper decisions on all manner of State significant issues. VGSO staff are very proud of their work and of their contribution to the proper functioning of Government.

The VGSO has plans in place to invest significantly in leadership development over the next three years. In recent years, there has been little emphasis on developing our people as good leaders - we have tended to focus on technical expertise. We want to ensure that the VGSO is a great place to develop your ability as a leader and manager and that this impacts positively on staff morale.

What will a typical week look like for someone in this role?

I'm not sure there is a typical week! It is a multi-faceted role which can involve: planning and running client seminars; assisting the teams prepare responses to RFTs and RFQs; working on innovative approaches to billing and estimates; coaching staff on business development and client relationship management; meeting with clients to

discuss performance and new streams of work; working with the VGS on BD opportunities; reviewing our published materials; planning events for the VGSO and its clients; and liaising with the Department of Justice and Regulation on matters related to the Government Legal Services Panel. It is a fast-paced role which assists the VGSO in responding to its various client's demands.

What are the key attributes you look for when appointing people to your team?

A collaborative and collegiate approach to work; a sense of curiosity and a willingness to innovate; a desire to lead and to help others succeed; a passion for public service and a commitment to delivering value to the community; subject matter expertise and confidence to back themselves based on their expertise, experience and judgment.

HOW TO APPLY

VGSO has recognised the strategic importance of this role to the business and have invested in a full search campaign with Seldon Rosser. To express your interest in this opportunity please email graham@seldonrosser.com with a copy of your resume in Word format.

If you would like additional information please contact Graham Seldon on +614 33 152 888

