



VICTORIAN BAR

Opportunity Prospectus



VICTORIAN BAR

# MARKETING & COMMUNICATIONS MANAGER

Through strategic marketing campaigns, thought leadership, events and PR this role will elevate the role of the Barrister in the legal process.

SELDON  
ROSSER



VICTORIAN BAR

Opportunity Prospectus



## ABOUT THE VICTORIAN BAR

The Victorian Bar is the professional association representing over 2000 barristers in Victoria. The Bar's home is in the Courts precinct of Melbourne in the Owen Dixon Chambers, surrounded by chambers in other buildings.

The Victorian Bar provides resources and opportunity to its members by:

- applying the highest standards for admission to the Bar through its Readers' examinations and Readers' course
- providing a world class ongoing professional development program for its members to ensure the highest standard of advocacy and strategic legal advice
- providing best practice training, resources and facilities for members
- providing opportunity through partnerships, alliances, events, conferences, wellness programs, social justice initiatives and community engagement for members to thrive and develop as well rounded members of both the legal community and the community at large

The Victorian Bar staff members support the Bar Council, run the Bar's administration and education programs, oversee compliance and membership services, organise internal and external events, run the Bar's website and communications, produce publications and offer support to committees, Bar Associations and members.

SELDON  
ROSSER



## BACKGROUND OF THE ROLE

---

The Bar's ultimate purpose is to focus their activities and resources on ensuring that the Bar and its members thrive.

---

The 2018 State of the Bar report identified some significant and worrying downward trends that over the past decade saw the Bar's share of the commercial legal services market diminish. To address this issue the current President, Wendy Harris QC undertook a listening tour with general counsel from major Australian companies and industry bodies. One of the key messages received was that the Bar's value proposition is not well understood and this is reflected in their briefing practices.

The Marketing Communications Manager will help to address the competitive pressures facing individual barristers and the Bar by proactively developing the market for barristers' services and empowering members to contribute to these efforts. This will be done by enabling members to contribute to the Bar's marketing by building marketing and business development competency through training programs and supporting members to demonstrate the value of engaging with the Bar.



## PRIMARY OBJECTIVES OF THE ROLE

- Developing communication strategies, plans and activities to help build the Vic Bar's brand and support targeted marketing and business development activity for members.
- Develop an ongoing education and event series to members on business development, marketing and communications skills and strategies
- Undertake thought leadership, media liaison and other PR activities to help build and maintain Vic Bar's image and reputation with clients, potential clients and referrers, as well as the broader public.
- Responsibility for the internal promotion of the marketing, communications and brand strategy to staff.

### KEY INTERNAL RELATIONSHIPS

- CEO
- Vic Bar President and Committee Chairs
- Vic Bar staff

### KEY EXTERNAL RELATIONSHIPS

- Journalists / media
- Third party agencies including designers, researchers, marketing / brand agencies etc.

### MEDIA RELATIONS

- Develop and manage proactive media relations strategy in line with marketing campaigns.
- Work with the members, committees and Bar Associations to proactively look for story ideas to pitch to target publications
- Act as contact point for all media enquiries.
- Assist with researching and drafting speaking points for spokespeople when conducting interviews.
- Coordinate media training for identified staff and members.

### CORPORATE COMMUNICATIONS

- Contribute to the Bar's thought leadership and profile raising strategies, designed to enhance the value proposition, and enhance the brand positioning of the Bar and its members.

### DIGITAL MARKETING

- Manage the Vic Bar's website content, including SEO and Analytics reporting.
- Write/edit content for web and other online channels.
- Create and manage the Bar's web content strategy.
- Develop and manage the Bar's online media strategy.

### PLANNING

- Devise impactful marketing campaigns that address key areas of focus as identified in the listening tour and strategic plan.
- Contribute marketing communications advice and input into members & chambers BD & Marketing plans.
- Contribute marketing communications advice in relation to external messaging around the Bar's overarching strategy.

### QUALIFICATIONS AND EXPERIENCE

- 10 years' experience working in a marketing communications role.
- Tertiary qualification in communications or a related discipline.
- Minimum 5 years' professional services experience.



## SKILLS PROFILE

### TECHNICAL SKILLS

- Excellent English drafting, writing and editing skills including content creation and placement.
- Understanding of media, news and editorial priorities.
- Skilled in internal communications and processes.
- Skills in project management for thought leadership campaigns.
- Ideally possess a good understanding of business trends facing the legal sector.
- Brand management.

### MEMBER SERVICE ORIENTATION

- A highly responsive and solution-oriented approach to providing member services.
- An ability to develop positive working relationships with members and colleagues.
- A willingness and confidence to question and express views.
- A strong ability to influence.
- Solutions focused.

### PERSONAL

- Professional, personable and mature attitude, with the ability to work appropriately with people at all levels.
- Good influencing and negotiation capability.
- A self-motivated, positive and proactive approach to work.
- Creative thinker



VICTORIAN BAR

Q&A

WITH KATHERINE LORENZ, CEO



### What is the culture of the Vic Bar office?

We are highly collegiate. We work in a fast paced environment with lots going on and it's important we all support each other. The team are very friendly and we operate in a non-hierarchical structure. We often all sit down and have lunch together to talk about our day and share what we are working on.

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

Well there really isn't a typical week because we have such a big agenda and there is always a variety of projects to work on. I envisage that this person will be juggling several marketing and communications projects, talking to members and driving forward exciting initiatives.

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

Key things I look for are people who take on responsibility and are highly proactive. This is a role for someone who is a natural problem solver, sharp thinker and has a methodical and focused approach to managing their workload. Someone with energy who can dive into things and make things happen. Being hands-on is important as we all work together; it's also important that they have a great sense of humour!

**FURTHER READING** [The Victorian Bar – strategic plan \(2020-2024\)](#)

### HOW TO APPLY

The Victorian Bar 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](mailto: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