



**Head of Business
Development
& Marketing**



About Weil

Founded in 1931, Weil has provided legal services to the largest public companies, private equity firms and financial institutions for the past 90 years.

Weil has been a pioneer in establishing a geographic footprint that has allowed the Firm to partner with clients wherever they do business. With approximately 1,100 lawyers in offices around the world, Weil operates according to the "one firm" principle, allowing us to bring the right

mix of firm-wide skill and local-market presence to deliver the coordinated legal advice necessary to help our clients achieve their sophisticated goals and objectives.

Our Hong Kong office advises clients on matters across the entire Asia-Pacific region, including China, India, Japan, Taiwan, South Korea, South-East Asia and Australia/New Zealand.

Widely recognized by those covering the legal profession, Weil's lawyers regularly advise clients globally on their most complex Litigation, Corporate, Restructuring, and Tax and Benefits matters.



About the role

Weil is seeking to appoint a Head of BD & Marketing for their Asia Pacific offices, based in Hong Kong. You will work directly with Tim Gardner, Managing Partner and join the leadership team of partners who work across the Firm in Hong Kong, Beijing and Shanghai. The role will function as a strategic business partner to the Firm and will focus on a range of business winning activities including strategic BD, client development and brand profile raising initiatives.

You will manage the BD & Marketing function for the Asia region and be responsible for:

Strategic		Business Development
Strategic	Client Relationship Management	<ul style="list-style-type: none"> Work with attorneys to grow business: maximize potential of existing clients and add new clients Develop key client development strategies via external client meetings and client feedback
	Knowledge Management	<ul style="list-style-type: none"> Learn Weil - Asia and rest of network Research client/market/competitors' intelligence
	Practice Group Strategy	<ul style="list-style-type: none"> Work with partners to develop and implement BD Business Plans Work with counsels/associates to develop and execute BD Business Plans (as required)
	Talent Development	<ul style="list-style-type: none"> Provide BD skills training to counsels and associates (eg analyzing pitch activity, rehearsals)
	Market Analysis	<ul style="list-style-type: none"> Maintain market "map" of competitors
Transactional		Business Development
Transactional	Internal Communications	<ul style="list-style-type: none"> Provide BD support to relevant teams (eg IT, other offices)
	Pitch Management	<ul style="list-style-type: none"> Undertake direct feedback from clients Work on pitches in conjunction with attorneys - (English) Create strategy for and support pitches - (Chinese) Create and maintain standard form for fee proposals

Managing a BD & Marketing Executive you will oversee the following:

Marketing/PR

- Directory and Award Submissions
- Public Relations
- Events
- CRM System updates

Key Competencies

Teamwork	<ul style="list-style-type: none">• Actively seeks to develop positive working relationships and works in cooperative partnership with colleagues• Accessible to colleagues and assists in solving problems for colleagues• Easily gains support and trust of colleagues• Demonstrates commitment to the Firm's values through actions, behaviour and results
Client Service	<ul style="list-style-type: none">• Demonstrates reliability in meeting agreed deadlines• Delivers work to the required standard• Incurs no unnecessary costs and identifies most cost-effective solutions, exhibits analytical skills required to assess information• Consistently delivers quality service and responds to client and customer needs• Makes self available to clients, returns calls and emails promptly• Builds rapport, trust and credibility with clients and colleagues• Represents the Firm positively and professionally in all situations
Collaboration	<ul style="list-style-type: none">• Plans and manages work to balance multiple demands and competing priorities• Accurately and methodically maintains files, reviews own work for completeness and accuracy• Demonstrates capacity to work effectively and contribute in meetings• Actively collaborates with colleagues, listens actively• Asks questions to gain greater understanding of client's issues and concerns
Learning	<ul style="list-style-type: none">• Demonstrates a commitment and proactive approach to learning• Participates in training and applies learning on the job• Regularly reviews own performance and seeks feedback on progress from partners• Demonstrates adaptability when dealing with problems• Shares information, exchanges ideas and keeps others up to date• Participates in and responds well to workplace changes and processes



About you

You will ideally have a minimum of 10 years' experience in a business development role preferably gained within a professional services environment. In addition you will have:

- A Bachelor's degree from an accredited university, preferably in marketing, communication, business or related field
- Demonstrated ability to manage multiple projects with competing deadlines and priorities and take initiative to lead projects
- Deep understanding of the local/regional market for legal services and competitive landscape
- Strong presentation skills and demonstrated ability to present to senior stakeholders
- Knowledge of Private Equity and M&A markets (desirable)
- Excellent writing, editing and proofreading skills
- Native-level English language skills (spoken and written)



Q&A

Tim Gardner

Why is this a good time to join Weil?

We are a focused pure play PE/M&A platform and have strong relationships with some of the biggest Private Equity Firms in the region. Our goal is to do as many of the most interesting and largest deals as possible. The past 18 months have seen a dramatic increase in the size and complexity of deals coming out of the market with significant amounts of capital being deployed. We are right in the heart of the action and it's a great time for an ambitious and creative BD professional to help us maximize our position with existing and prospective clients.

What do you envisage the day to day of this role to be?

As well as the tactical aspects of the role I expect our Head of BD & Marketing to be 'in the market', networking with peers, meeting clients and gathering intelligence, making it

their business to understand our business. We want them to actively collaborate with our partners to ensure we are being as innovative and creative as we can be in developing solutions for our clients. This role will offer a balance between times of peak activity (with strategic pitches etc) as well as time for reflection and deep thinking about our business.

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

We want someone who has an easy going style, is personable and collaborative but highly commercial. This is a great role for a natural networker who likes to be in the market gathering information and thinking how we can use that for strategic BD. They will need to be a well organized, creative thinker with strong attention to detail. Above all we want someone who is interested in business.

How to apply

Weil has recognised the strategic importance of this role to their business and have invested in a full candidate 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

www.weil.com seldonrosser.com