



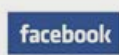
## About Baker McKenzie

The story of Baker McKenzie is one of imagination, determination and hard work. For more than 60 years, its people have helped nurture this unique global organisation. Right from the beginning the firm has offered a genuinely global perspective and operates without boundaries around the world. Baker McKenzie's established global reach offers an extraordinary career in the global economy, exchanging rich local insights and knowledge with the best legal minds from all over the world every day.

The firm's growth has been organic, giving it a strong, common

culture that runs through the firm. For six decades Baker McKenzie have followed clients into new markets, each time establishing offices driven by local lawyers and talent.

Baker McKenzie's Australian practice was established in Sydney in 1964, in Melbourne in 1982 and in Brisbane in 2014. The firm works seamlessly with global colleagues, collectively providing a capacity of more than 6,000 locally qualified lawyers and a total headcount of over 13,000 in 78 locations across 46 countries; Baker McKenzie is the world's premier global law firm.



## Baker McKenzie – BDMC Team

### STRATEGY AND VISION FOR THE BDMC TEAM AT BAKER MCKENZIE AUSTRALIA

Ultimately our In-Market Australia based BD professionals are there to help grow the business through focus on key clients. We want to be known as the leading global firm in Australia. Our strategy to take us there centres around better client relationships; increasing the brand profile of the firm and Partners; and innovation - constantly challenging the way we do things through lateral thinking. Underpinning all of this, we are the leading cross border firm and our BD team has a key role to playing ensuring clients and the market recognise this through our work product

### HOW IS THE BDMC TEAM AT BAKER MCKENZIE STRUCTURED?

Our BD team is structured across 3 streams globally. We are now recruiting for "In Market" BD professionals to work closely with the Australian based partners as experts in this market. This team will work closely with Specialised Functions (Tender/Pursuit, Client, Communications, Marketing) on the ground and globally as well as our End-to-End Service Centres which follow the sun around the globe. This means that the In-Market BD team will be expert project managers in pulling all these resources together in delivering BD initiatives. The End-to-End Service Centres provide delivery on Proposal Production, CRM Tool Mgt, Creative Services, Legal Awards & Directories. Our In-Market BD&M team will also collaborate closely with Business Managers for each Business Unit.

#### IN-MARKET BUSINESS PARTNERS

High-value, local and lean resources drive profitability and service excellence

#### SPECIALISED FUNCTIONS

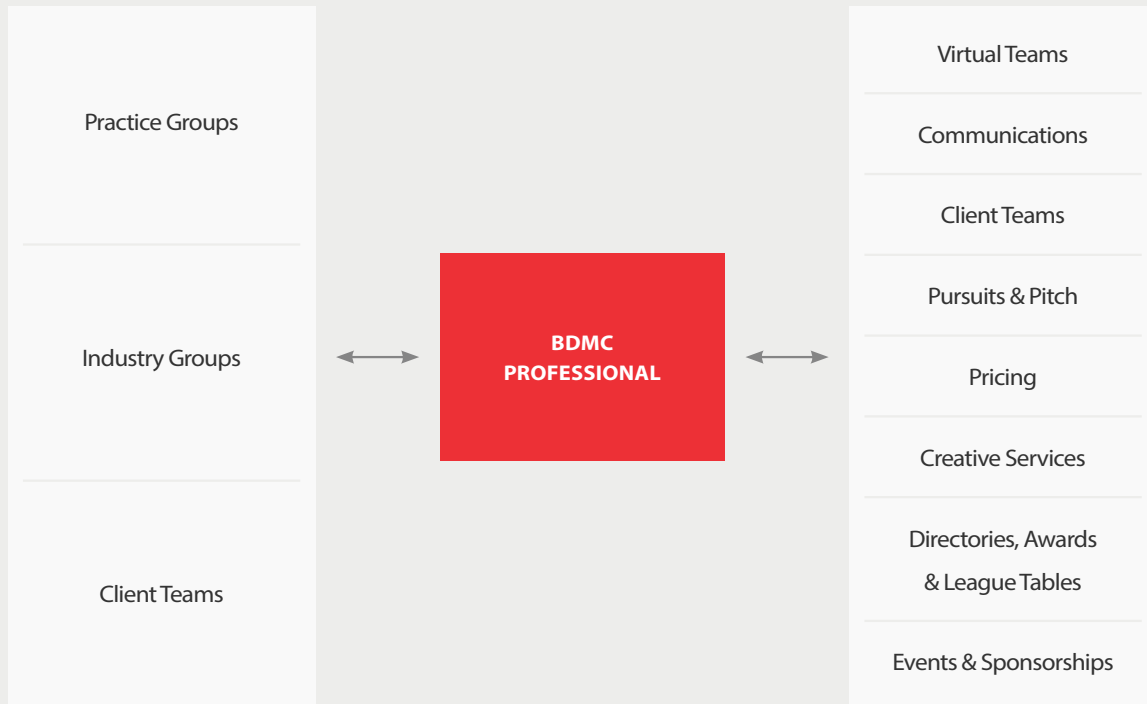
Center of Excellence policies, standards and technology support consistent enterprise reporting

#### GLOBAL END-TO-END SERVICES

Shared services delivered from low cost locations, driving quality service at efficient cost



## BDMC OPERATING MODEL



## BAKER MCKENZIE BDMC TEAM AND FIRM CULTURE

It is a culture of friendship. The BD team is uniquely close and operates in a flat structure. Everyone pitches in to help each other when the pressure is on. We are a high performance culture that also really welcomes innovation and fresh thinking. We also have a genuine commitment to diversity and well being. We are signatory to the Tristan Jepson Wellbeing workplace guidelines, are recognised as an Employer of Choice and a top 20 employer Australia for LGBTI. All of this and more underpins why the BD & Marketing team enjoys a great retention rate.

Baker McKenzie want individuals who can combine an impressive academic track record with excellent technical skills. Personal qualities are also important to the firm, so we are interested in people who can bring clarity to complex situations, are committed to excellence, and are good problem solvers. The firm also wants people who are comfortable working in diverse teams where friendship is valued.

Baker McKenzie actively promotes a culture of learning within the Firm, as employees are encouraged to expand their knowledge

and expertise throughout their careers – this culture of learning is underpinned by our comprehensive Development Framework.

The firm's Development Framework outlines the skills and personal qualities you need to be successful when working at Baker McKenzie. This framework informs recruitment, the development and management of talent, with specific paths set for attorneys, business services roles and secretaries. It also gives a comprehensive overview of what high performance looks like in the Firm.



#### **WHY WOULD BD PEOPLE JOIN AND FLOURISH AT BAKER MCKENZIE?**

We offer exposure to Australia and the world's leading companies. The deals we work on are big and the matters wide ranging and our BD team have the opportunity to work with some of the best lawyers in the country. According to Acritas we are the number 1 global law firm brand overall. We are also able to offer enticing career pathways and professional development. We can offer high levels of exposure to Asia-Pacific and global projects compared many other Australia based international firms. We work on more cross border deals than any other firm (Thomson Reuters).

As a member of our BD team you have the opportunity to work with highly experienced and impressive people.

Our BD team enjoys flexible working benefits as well as the space to work autonomously as true advisors to the business. The firm is committed to a forward-thinking global strategy and investment in international resource centres and automation providing our BD professionals with new and innovative tools to help them deliver in their roles.

#### **WHAT DOES SUCCESS LOOK LIKE FOR THE BDMC TEAM?**

We thrive on doing great work for partners that helps the firm win work. Bringing ideas to Partners and having a can do attitude make us successful.

Collaboration is core to our team philosophy, we work together through mentoring and coaching to ensure we all reach our potential whilst delivering exceptional outcomes for the business.

## About the role

<b>ROLE TITLE</b>	Senior Business Development Manager - Transactional Practice Groups
<b>BUSINESS SERVICES FUNCTION</b>	Business Development, Marketing and Communications (BDMC)
<b>ROLE TYPE</b>	Full-time, Permanent
<b>LOCATION</b>	Australia
<b>ROLE PURPOSE</b>	<p>To manage the strategic focus of the In-Market operations of the Transactional Practice Groups in the Australian offices, co-ordinating the BDMC function's office resources and developing a strategic focused, market-leading BDMC business-partnering capability which enables the Transactional Practice Groups in the Australian offices to win, retain and grow business through consistently high standards, engaging thought leadership as well as strong relationship and account management.</p> <p>This role will also directly support the Major Projects and Corporate Practice Groups in the Australian offices.</p>

### MAIN RESPONSIBILITIES

- Help Partners to navigate the new structure, acting as their first point of contact for all business development needs; responsible for managing and prioritising practice group BDMC activities
- Develop the growth plan for the Transactional Practice Groups in Australia, including Key Client opportunities, marketing and communications campaigns required, priority revenue generating service lines/ initiatives and key events
- Manage and lead an Industry Groups to be determined by the successful candidates areas of interest
- Ensure the In-Market BDMC team are clarifying and capturing requirements to a high standard such that Expert functions and End-to-End Services will be able to action them
- Collaborate with Expert functions to challenge requests where commercially prudent, e.g. pitch go/no go decisions
- Lead and develop the junior member of the team
- Build and maintain close working relationships with colleagues in Expert functions and End-to-End Services to ensure practice groups are benefitting from best practice and latest thinking elsewhere in the Firm
- Ensure we are capturing the feedback, matter experience, client contacts and business development leads to enable the practice to promote itself effectively and to grow its business

### TRAVEL REQUIREMENTS

- This role will not require regular travel

## About the team

### FUNCTION

The Firm's BDMC function works closely with our Partners and leadership teams to:

- Increase our revenue, profitability and share across markets, industries and clients
- Enable us to win, retain and grow business through powerful pitches, engaging thought leadership and strong relationship management
- Lead market & client intelligence efforts to create new service line opportunities in industry and practice groups
- Channel the Baker McKenzie brand, identity and culture through a single communications voice

### YOU WILL REPORT TO

Director of Business Development, Marketing and Communications, Australia

### YOUR DIRECT REPORTS, IF ANY

1 x Business Development Consultant

### KEY RELATIONSHIPS

- Business Development Managers across Baker McKenzie
- Key members of other PBS teams e.g. IT, Finance, Knowledge Management, Talent Management and Professional Development
- BDMC staff in other regions and globally
- End-to-End (E2E) Services



## About the candidate

### TECHNICAL SKILLS, QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree or equivalent relevant work experience
- Significant experience in a marketing and/or business development role, preferably in a professional services environment
- Experience working with senior stakeholders and developing relationships with them
- Excellent oral and written communication skills
- Ability to effectively manage competing priorities
- Strong judgment and ability to make well-reasoned independent decisions
- Advanced understanding of strategic marketing and communications
- Self-motivated and independent, able to work with a minimum of supervision
- Comfortable working across multiple cultures and time zones in a matrix organization
- Strong interpersonal skills, including pleasant nature and ability to influence others
- High degree of attention to detail

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### PERSONAL QUALITIES

These personal qualities represent the shared characteristics of high performers across Baker McKenzie, regardless of job level and location.

#### Know how

- Keeps across key developments in all relevant areas and demonstrates the ability to develop substantive authority in relation to the Firm's specialist fields
- Demonstrates the ability to identify the real issue, and to anticipate requirements and potential consequences; distils a range of possibilities by thinking in a considered, prudent manner
- Able to move through a variety of tasks requiring different approaches, knowledge, and expertise, with agility of mind and capacity for analysis and synthesis

#### Dedication

- Driven by a strong personal sense of integrity and upholds exemplary quality standards
- Prepares thoroughly, takes responsibility, uses initiative and is self reliant to ensure work progresses to the fullest extent possible
- Hardworking and diligent with a keen understanding of client demands
- Demonstrates composure when dealing with difficult situations

#### Personal Impact

- Creates a positive impression at all times; develops relationships through collaboration and reciprocity
- Negotiates to achieve outcomes that are mutually satisfactory; shows good judgement on when to stand strong and when to compromise
- Invests in, nurtures and builds a network of productive relationships

#### Humanity

- Respectful to others, regardless of their position, and earns the respect of others by being transparent
- Has care and concern for others and a genuine interest in others as people
- Treats delicate or confidential issues with grace and discretion



**Baker  
McKenzie.**

## How to apply

Baker McKenzie 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) or [katie@seldonrosser.com](mailto:katie@seldonrosser.com) with a copy of your resume in Word format.

If you would like additional information please contact Graham Seldon on +61 433 152 888 or Katie Rosser on +61 424 944 997

