



About Baker McKenzie

Baker McKenzie helps clients overcome the challenges of competing in the global economy. We solve complex legal problems across borders and practice areas. Our unique culture, developed over 65 years, enables our people to understand local markets and navigate multiple jurisdictions, working together as trusted colleagues and friends to instill confidence in our clients. This is an exciting time to join us as we invest in and further develop our Professional & Business Services organisation, providing rewarding and challenging career

opportunities in all of our world-class business functions. We are committed to promoting diversity and inclusion for all. Our unique international culture is reflected in the drawing together of a worldwide family of individuals from diverse cultures and backgrounds in all of our offices. We encourage the best people - regardless of race, religion or belief if any, gender, gender identity, disability, sexual orientation or age - to fulfill their professional aspirations with us.



BAKER MCKENZIE BDMC TEAM AND FIRM CULTURE

It is a culture of friendship. The BDMC 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.



About the role

ROLE TITLE	Senior Manager – Communications
BUSINESS SERVICES FUNCTION	Business Development, Marketing and Communications (BDMC)
ROLE TYPE	Full-time, Permanent
LOCATION	Sydney or Melbourne
ROLE PURPOSE	Reporting to the Asia Pacific Communications Lead as part of a 30 strong Communications team worldwide, this role will enhance and safeguard the Firm's brand and reputation across our three Australia offices and that of our wider Firm, via news, digital and social media outreach and development, and provide internal communications advice and support for Firm leadership.

MAIN RESPONSIBILITIES

- Work with communications colleagues in the development and implementation of the Firm's communications strategy in Australia, supporting our Sydney, Melbourne and Brisbane offices, as well as assist with broader regional and global communications projects.
- Work closely with Marketing colleagues to assist in the roll out and execution of global and regional marketing campaigns and thought leadership as well as other brand activities, and develop Australia-specific campaigns.
- Work with Business Development professionals in Australia and across the Firm to ensure external communications are aligned and supportive of our BD strategy and activity.
- Renew and execute media, digital and social media plan for Australia, in conjunction with other comms and marketing team members and BDMC professionals.
- Liaise with the media on a reactive and proactive basis as required; create and develop dialogue about the Firm and our practice and industry groups and service lines with agreed key target media (global business, national business, legal and trade media Australia and across Asia Pacific).
- Promote agreed key spokespeople, including Firm leadership and specialists in Transactional, Advisory and Contentious practices, via a range of owned and earned channels, and provide appropriate preparation and coaching as required.
- Decide which projects, new hires, events, key wins, trends etc. are strategically important to promote, and the appropriate channels for promotion (e.g. video, news release, exclusives, individual demos/meet & greets, media briefing etc.). Track upcoming features in key publications and pitch for participation.
- Provide issues/crisis management support, including appropriate internal communications, as required; as well as communications strategies and messaging to engage with media / social media and manage a wide range of issues.
- Work with BDMC colleagues and the partnership on preparing award and directory submissions for key rankings and awards.
- Work with Firm leadership on drafting managing Partner communications, supporting MP and Chair with various speech writing, presentation and ad hoc materials.
- Regularly review and update Firm internal communications strategy and mix, to ensure communications are engaging, timely and of value.
- Support the Firm's Sustainability strategy, including our various promoting community investment and pro bono activities.

About the team

FUNCTION

The 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

Asia Pacific Communications Lead

YOUR DIRECT REPORTS, IF ANY

N/A

KEY RELATIONSHIPS

- Firm leadership, including Principals and Partners in Australia
- Communications colleagues around the world
- Global Director of Marketing & Communications
- BDMC colleagues in Australia
- SE Asia leadership



About the candidate

TECHNICAL SKILLS, QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree
- At least 8 years of experience in design and delivery of relevant internal and external communications, across multiple channels including video, news and social media
- Experience of working in a financial or professional services firm is preferred
- Excellent written and verbal communication skills
- Strong interpersonal skills, and an ability to deal effectively with journalists, Firm leadership, lawyers and marketing/PR colleagues
- Extensive experience of dealing with the media and basic tools of media relations (i.e., news releases, talking points, statement preparation, issues management, media coaching, media meet & greets etc.)
- Good understanding of social media platforms and tools, and familiar with other communications channels and technologies
- Ability to work under pressure and to manage multiple tasks in a deadline driven role

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



Q&A

John McGuinness

Communications Lead,
Asia Pacific
Baker McKenzie

Why is this an exciting time to join Baker McKenzie?

Being a global law firm is part of Baker McKenzie's DNA, but what it means to be a global law firm is changing fast. As tech advances have opened up a vast array of channels to connect, inform, discuss and communicate, how the legal sector interacts with clients and the wider world is transforming, and a strong communications team should be an important part of how the law firms evolve to meet this challenge. We need someone who will help to shape what our communications function should look like in the decade ahead, in areas from content development to brand building and reputation management.

This position is focused on brand, reputation and communications in Australia. What do you envisage the day to day of the role will be?

Day to day, our Australian Communications Lead will regularly need to provide high level strategic communications advice, help to manage issues, and to work with business development and marketing colleagues to roll out industry leading engagement campaigns, but there will still be the need for core comms tasks - drafting internal comms, writing an interesting press release, updating social media or storyboarding a video. Like most professional services firms, Baker McKenzie is a partnership, so there will always be a need to build a wide range of strong relationships with partners, and at all levels of the business.

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

A strong understanding of the Australian and global business landscape, and a curiosity about where things are headed and how the legal and regulatory issues help shape this evolution. The candidate must also have the ability to clearly think through and propose solutions to support a wide range of business goals and opportunities - good ideas are not enough, you need to bring people with you. Having experience interacting with people from around the world is also advantageous, as this is one of the most multicultural law firms in the world.

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 or 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

