



Building a better
working world

SELDON
ROSSER

Career Opportunities

EY, Oceania

About EY

At EY, our purpose is Building a better working world. The insights and quality services we provide help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

In a world that's changing faster

than ever, our purpose acts as our 'North Star' guiding our more than 260,000 people - providing the context and meaning for the work we do every day. We help digital pioneers fight data piracy; guide governments through cash-flow crises; unlock new medical treatments with data analytics; and pursue high quality audits to build trust in financial markets and business. In other words, partnering with entrepreneurs, companies, and entire countries

to solve their most pressing challenges.

We believe a better working world is one where economic growth is sustainable and inclusive. We work continuously to improve the quality of all of our services, investing in our people and innovation. And we're proud to work with others - from our clients to wider stakeholders - to use our knowledge, skills and experience to help fulfill our purpose and create positive change.

Our values define who we are:

- People who demonstrate integrity, respect and teaming
 - People with energy, enthusiasm and the courage to lead
 - People who build relationships based on doing the right thing
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Our People

Our purpose – Building a better working world – is the foundation of our culture.

At EY, we develop leaders who build a better working world.

Better begins with you, our peer-based, global award program, asks EY people to nominate those who have found inspiring and impactful ways to bring to life EY's purpose of building a better working world.

Performance

By focusing on our purpose of building a better working world, we're making an enduring impact for our people, clients and communities.

We are applying our knowledge and experience every day to build a better working world through our services to clients, the leaders we develop, the confidence we provide to the capital markets and the support we give to the communities in which our people live and work.

Inclusive growth

We believe a better working world is one where everyone can contribute to and share in the benefits of sustainable economic growth.

Over the past generation, trends such as rapidly advancing technology, increased globalization and demographic shifts have brought huge benefits, but at the same time have left many people feeling like they're falling behind.

We believe economic growth and social inclusion must always be looked at together and increased overall prosperity can only be achieved along with more equal opportunity and outcomes.

Through our services, our wider influence and our approach to corporate responsibility, we're committed to supporting broad-based growth that empowers everyone to contribute to and benefit from economic success, both today and tomorrow.





Rebecca Burton
Oceania Brand, Marketing & Communications Director, EY



How integral is the BMC team to the broader business at EY?

Our team plays a pivotal role in supporting, enabling and connecting with the broader EY firm, supporting our people to win in the market. BMC sits in the markets organisation, alongside BD and Operations. We have a holistic marketing strategy and plan aligning to the firm's strategy, which leverages our global BMC programs. EY is a more connected firm globally than our competitor firms, and this means we are amplifying a consistent brand and go to market message worldwide. Everything we do aims to create distinctiveness and impact, and we drive revenue for the firm by focussing on client-issue-led programming and our unique point of view. We invest in leading practices, emerging digital channels and robust measurement and reporting to demonstrate the value we are adding to the business.

As the CMO, I have a seat at the executive leadership table helping drive a transformed strategy for the markets function. I am also on the markets leadership team. So we are intricately involved in the direction of EY, influencing its growth into the future.

What makes this an exciting time to join EY?

EY has an ambitious global growth strategy driving new services in our business, as we respond to the digital disruption in our client base. As a function, BMC is leading and supporting these changes. We are honing in on the critical business challenges our clients face and have refined our programming to focus on where we want our brand to be in the future, as well as defending and extending our more traditional services that our clients have always needed from us. Our team structure has been transformed into more agile teams, and this provides an opportunity for someone joining us to lead across multiple and varied projects. We've shifted our channels to market to focus on digital-first programming, and as one BMC team, we are united behind large and impactful whole of market campaigns. We've been on this change journey for over a year and it's incredibly exciting as we start to see how we are being perceived differently by our target audiences, and to see new clients wanting to work with us.

What does a high performing Marketing person look like to you?

This person will be strategic, energetic, creative, agile and passionate about working with internal and external stakeholders. The power of our team lies in collaboration and connecting, so that's a must in the marketing persona! Today's high performing marketer is also digitally savvy, with an open mindset and loves to work in a change environment.

Could you describe the Learning & Development, and, Career Development opportunities for the BMC team in Australia?

Globally, BMC provides unparalleled learning opportunities, through our own Academy. Several new programs are in the pipeline, specifically created for the professional services marketer in our industry. Our team can also access the myriad of resources used by the business teams, including EY Badges which is specifically design to promote our people's digital competencies.

Within our team, we provide career development through the firm's new LEAD coaching and performance system and through our culture of encouraging each of our team members to align themselves to areas or open roles they are interested in. We have increased this effort in the last two years, creating and asking our team to get involved in new projects. And they do!

More generally, as we're a global firm, our people have access to opportunities in APAC and our global business. Some of our team have recently taken these opportunities.

And finally, how would you describe the working culture?

In today's fast-paced and dynamic environment, we need to not only keep up but stay ahead – this means we have to worker smarter and team more creatively to deliver exceptional service to our internal and external clients. So our team culture reflects this – passionate people who are committed, self-driven and highly effective team players but who also like to have fun! A strong sense of one team is at the heart of our culture and spirit.

How to apply

EY recognise the importance of working with industry specialists and regularly partner with Seldon Rosser on recruitment into their Brand, Marketing, Communications team.

To express your interest in working with EY, please contact one of:

Katie Rosser, Director
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