



Head of Communications & Marketing

REPORTS TO CHIEF EXECUTIVE OFFICER

ABOUT NORMAN DISNEY & YOUNG

Norman Disney & Young, A Tetra Tech Company (NDY) is a leading global engineering consulting with a history spanning 60 years. As a global engineering consultancy, we are passionate about providing solutions that improve the value, reliability and efficiency of our clients' projects, and the broader built environment.

Our people are key to our success. They are experts on understanding specific requirements and key objectives, and getting to the heart of a project. Our collaborative design approach takes into account commercial, environmental and technical considerations, as well as our clients' aspirations to achieve the desired outcomes.

Our core engineering services are enhanced by specialist consulting services and our consultants are regarded as industry thought leaders, who work with our clients to fulfil our purpose of making spaces work.

In January 2018, NDY greatly expanded this engineering and design expertise by joining [Tetra Tech, Inc.](#), a global alliance offering consulting, engineering, and technical services. With a purpose of 'Leading with Science', and more than 20,000 associates in 400 offices around the globe, Tetra Tech enhances NDY's delivery of smart and sustainable solutions to clients through a much larger global network of experts.



BUSINESS AREA Corporate Communications & Marketing
ROLE Head of Communications & Marketing
LOCATION Melbourne/Sydney
REPORTING TO Chief Executive Officer

OVERVIEW

The role heads the communications and marketing function of the firm and is a senior member of the business services team, contributing to the firm’s strategy, culture and operational delivery.

The role will work closely with the CEO and will be accountable for developing and pursuing strategies which support the profile raising and brand activities of the firm. The role holder is the firm’s chief brand ambassador and guardian first and foremost, charged with creating and implementing a communications strategy and tactical plan which supports the firm’s overarching strategy to position NDY as the most progressive engineering consultancy firm with its clients, prospects, media, government, regulators, recruiters and potential recruits at all levels as well as its own people. A key requirement is to promote NDY’s core strengths, its values and its innovative leading edge thinking. The communications strategy will be integral to supporting the firm’s growth plans and this role will advise the CEO and the firm’s leadership team on all communications issues.

The Head of Communications & Marketing will also work closely with the Tetra Tech head office in Pasadena, USA, along with all other relevant Tetra Tech operating units.

The Head of Communications & Marketing leads a small team of marcomms specialists who head the different elements of the communications function: branding and marketing; communications; bids and tenders; social media; and events.

The Head of Communications & Marketing will also play an important role with the firm’s Charitable Trust committee and work with the people and culture team to direct internal communications along with diversity and inclusion initiatives.

The successful applicant will be adept at strategic development and equally comfortable and willing to dive into the detail. A hands-on approach is vital to success in this role.

MAIN RESPONSIBILITIES

EXTERNAL COMMUNICATIONS & BIDS

Work with key members of the leadership team and business services leaders to develop and support external communications strategies and programmes to support the firm's business plans and promote the firm's reputation amongst key external audiences

Work with the CEO and other senior level leadership on their internal and external executive communications, ensuring they are consistent with the firm's focus on key clients, markets and the vision and values of NDY

Work with internal business development leaders to develop tailored bid documents, tender responses, expressions of interest, and proposals

Digital channels; oversee the management and content plan for all social channels for the NDY, NDYLIGHT and ECS brands, including the websites for all brands

Manage, advise and contribute to our social media channels, ensuring that our work and innovation is promoted, and that our reputation is upheld in the media

Ensure that NDY has distinctive, appropriate and engaging content to exploit all media and social media channels

Establish and deliver the long-term communications strategy for NDY to support our business plans and manage the external profile of NDY as a whole – ensuring that our clients understand our capabilities and strengths, including corporate positioning with national, international and trade press across our jurisdictions, our technical innovations, our commitment to equality and our work on diversity and inclusion, and our strategic focus on sustainability

Develop a thought leadership and content marketing program which differentiates NDY from its competitors by our focus on client outcomes and human centred design

Create engaging ways to announce new commercial deals, key hires and product / service launches and the protocol around awards

INTERNAL COMMUNICATIONS

Set the strategy and ownership of the firm's major internal communications programmes and channels

Provide input alongside other business services leaders into the development and execution of the firm's overall vision, strategy and culture

Working with colleagues in the People & Culture team and elsewhere to develop and report on programmes and metrics for tracking and benchmarking the firm's performance against competitors in areas such as employee engagement, internal communications usage and effectiveness

Manage two-way communication of news, information and key messages to and from staff, with the aim of creating dialogue and driving collaboration across NDY. Collaborate with key partners internally and within Tetra Tech to manage the NDY channels, ensuring they are an effective communication tools

Ensuring a structured cascade of communications from firmwide down to team level. As part of this, support to Executive team members, Practice and Function heads on their communication approach.

BRAND

Develop creative concepts that continue to engage and inspire our clients and internal partners and through the excellent in-house teams (design, social media and web team) and external partners. Review and develop the over-arching brand guidelines

Ensure that new business lines are correctly positioned within the NDY brand narrative including our evolving new service lines.

Develop metrics for tracking and benchmarking the firm's performance against competitors in areas such as brand strength and message impact, client and other external stakeholder awareness, media relations and online engagement



ESSENTIAL SKILLS AND EXPERIENCE

- Minimum of 10 years' experience in a senior Marketing and Communications role
- Excellent written and personal communication skills, with a track record in successfully developing and executing content marketing campaigns
- Agility in straddling strategy, planning and execution with hands-on operational responsibilities
- Passion for understanding clients' industry and business and what it takes to be a preferred professional services provider
- Track record in developing and executing marketing and communications programmes in the digital age
- Track record in developing and executing winning bids, proposals and pitch presentations
- Demonstrated project management skills
- Resilient individual who is effective in engaging with stakeholders and working with virtual teams across multiple offices and countries to achieve outcomes
- Demonstrated ability to work effectively and respectfully with diverse teams through collaboration and communication
- Experience in sourcing and interpreting market intelligence on market trends, client research and feedback would be advantageous
- Enjoys a fast-changing environment
- Attention to detail and ability to meet tight deadlines
- Advanced MS Office skills

QUALIFICATIONS

- Tertiary qualification in Marketing and Communications, Journalism, Corporate Affairs or related area

INDUSTRY KNOWLEDGE

- A communications and marketing expert, with significant experience operating at a senior level within a high profile, dynamic and fast-moving organisation, ideally in professional services
- A proven track record of defining and successfully implementing engaging and outstanding communications strategies and driving external reputation and company visibility across multiple channels
- Articulate, with outstanding written and oral communication skills
- Knowledge of (and solid contacts within) the professional services, engineering or construction industries is desirable
- Strong trade and national media contacts with a proven ability to identify and publicise news stories and an affinity with new media and emerging technologies

COLLABORATING AND INFLUENCING

- Uses complex, coordinated influencing/negotiation strategies, adapted to people, organisations and/or the situation, e.g. networks
- Leverages direct reports to facilitate increased collaboration across the organisation, tapping their motives and values to energise them
- Builds partnerships based on a common agreement that acknowledges individual differences but creates a new commonality beyond root beliefs or culture
- Systematically builds support at multiple levels and across groups
- Builds ongoing partnerships with key stakeholders across the entire Tetra Tech network to create opportunities with wide scope

LEADING PEOPLE

- Communicates long-term direction and collaborates with team on how to reach it
- Delegates strategic objectives to the whole team with clear and explicit intent; knows the precise level of challenge and how individual team members will handle it. Holds people accountable, providing clarity and outlining in advance ramifications of failure
- Sets up forums or practices to reinforce independent and open communication among the team members

DRIVING RESULTS

- Works to achieve goals while overcoming obstacles and/or planning for contingencies.
- Is prepared to roll up the sleeves and be hands on
- Shows strong passion or strong sense of urgency about reaching targets.
- Checks work of self and others against required quality standards.
- Reviews performance and progress on a regular basis to ensure team is achieving results.
- Tests to see if goals are sufficiently challenging and implements corrective action to fix missed performance goals.
- Awareness of commercial drivers of the business, focus on streamlining internal processes to deliver business efficiencies, ability to identify and eliminate duplicative/non-core internal processes and being efficient with budgets

KEY CHALLENGES AND COMPLEXITIES OF THE ROLE

- Strong commercial acumen required to enable understanding of the complexities of the building services engineering market
- Flexibility required to adapt to changing business environments and needs
- Strong collaboration and communication skills will be key to success
- Ability to handle multiple projects, changing and conflicting priorities

KEY RELATIONSHIPS

INTERNAL / EXTERNAL

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| <ul style="list-style-type: none"> • CEO - NDY • Communications Manager - NDY • Office Managers - NDY • Group Executive – NDY • Market Sector Leaders - NDY | <ul style="list-style-type: none"> • Corporate Communications team – Tetra Tech head office • Marketing and Business Development Partners – Tetra Tech group |
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REPORTS

Four – two in Melbourne, one in Sydney, one in Manila.

The bigger picture

Our people are key to our success. They are experts on understanding the specific requirements of diverse industries and project types. This depth of talent and experience across our international footprint allows NDY to undertake the most challenging projects, and to deliver successful commercial, environmental and technical outcomes.

We foster collaborative and long-term relationships with clients, and recognise that the foundation of these relationships is trust. We earn this client trust by being reliable, responsive and commercially astute with our advice.

Our successful approach is based on listening to our clients and understanding their business. We look to embrace client requirements by understanding how our advice and designs will provide best value to their projects.

Whilst our technical, documentation and consulting abilities are first class, we embrace our role as an innovator, and not a follower, of trends. We fund research and development activities in all key NDY services and support our people on the journey of continual professional development.

Our people embody the highest standards of professional and ethical conduct and look to implement best practice solutions in sustainable design, for the long-term resilience of projects.

Talented individuals look to join the NDY group because they want to be a part of a highly regarded brand, and because they want to work with the best clients on meaningful projects across international locations.

The prospect of working alongside industry thought leaders, our technical excellence, and our industry-leading approach to corporate social responsibility, makes NDY a beacon for top tier talent.

OUR PURPOSE

Making spaces work

OUR VISION

To enhance the lives of others, by engineering outstanding projects, mindful that every project matters.

To sustain deep and trusting relationships with our clients, through solving their problems and serving them with utmost reliability, and

To engage our people with meaningful, rewarding and inspiring opportunities.

OUR VALUES

- **Excellence:** do it once, do it well
- **Leadership:** lead in our profession, industry and the community
- **Integrity:** treat others as we wish to be treated
- **Collaboration:** listen, share and contribute
- **Accountability & Ownership:** understand the impact of our actions and own the outcomes
- **Innovation:** inspired creativity to challenge the norm

TETRA TECH SNAPSHOT

<p>WORKS IN 120 COUNTRIES 7 CONTINENTS</p> <p>Publicly traded on NASDAQ as</p> 	<p>\$2.96 billion ANNUAL REVENUE (FY18)</p>	<p>ENR Rankings</p> <ul style="list-style-type: none"> #1 Consulting/Studies #1 Dams & Reservoirs #1 Environmental Management #1 Environmental Science #1 Hydro Plants #1 Solid Waste #1 Water #1 Water Treatment/Desalination #1 Water Treatment/Supply #1 Wind Power
	<p>WORKS ON 64,000 PROJECTS ANNUALLY</p>	
<p>15,400 CLIENTS</p>	<p>20,000 ASSOCIATES</p>	





Q&A

STUART FOWLER
CHIEF EXECUTIVE OFFICER

You have been at NDY for 30+ years; what has kept you there?

Yes, Graham, I have been at NDY since joining as a graduate engineer in 1988. Obviously I really do enjoy the company, and especially its wonderful people – NDY is a people business after all. A large number of the team have been with NDY for extended periods – many 10 or 20+ year staff, and that speaks very highly of the culture here. I also am genuinely passionate about the property and construction industry. Working in the built environment as designers allows us to make a very impactful difference to the world. The projects that we are a part of change peoples' lives for the better – be that through better hospitals, better schools or better offices. The outcomes of our work are tangible, and I really enjoy that.

NDY is now part of a global business, what opportunities does this bring for the firm?

It means a far broader range of projects, in more locations than we have delivered previously; and that means greater opportunities for travel, and broader professional development opportunities for our own people, as a consequence. It also means improved access for NDY to global clients that we perhaps have not had direct access to previously, which helps in terms of NDY's growth and business opportunity.

How important is this role to the success of NDY's future strategy?

The role is fundamental to our success. Our messaging to clients, employees, and the market in general; our presentation of the NDY brand to the world; and the articulation of our skills, experience, values and culture, are all super critical to our future success. This role has primary responsibility for all of those aspects.

The role reports directly to you; what characteristics do you look for when hiring people to work with?

I want to work with people that are highly skilled, genuine, authentic and honest. I look for humility, transparency, solid intelligence, wit, and people that can work well within a team context. Reliability and accountability are each very important – you get the job done, and you own it. I dislike arrogance. In technical terms, I am looking for someone in this role that can genuinely relate to our brand, our purpose, and our profession. They need to be empathetic towards our own people, and to our clients. The role requires a broad understanding of the property and construction world and our role in it as building practitioners - making spaces work, making the world a better place.

HOW TO APPLY

Norman Disney Young 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 with a copy of your resume in Word format.

If you would like additional information please contact Graham Seldon on +614 33 152 888