



# SENIOR BRAND & CLIENTS CONSULTANT (BUSINESS DEVELOPMENT)

MELBOURNE

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## ABOUT URBIS

Urbis has one simple goal – to shape cities and communities of Australia for a better future. The purpose, which was first articulated in 2016 encapsulates the vision of the business and its people. The company has enjoyed solid revenue and client growth in the intervening years, growing to more than 600 cityshapers across from 8 offices across Australia and Asia via its international business Cistri. We are big-small company or a small-big company which is testament to our growing reputation.

The shape of cities and the way communities live have been touched by Urbis in some way. Through a unique

combination of urban planning, design, evidence-backed insights, we envision, design, develop and improve the places and cities in which we live, work and play.

We have enjoyed much success but do not want to sit on our laurels. Strengthening our market orientation and maximising our market impact is key to the next stage of our growth. In line with this, we have created this new 12-month fixed term role, which has the potential to become permanent.

#cityshaper #oneyearbolder

**THE TEAM IS FOCUSED ON ONE THING:  
MAXIMISE THE MARKET IMPACT OF  
URBIS AND ITS PEOPLE.**



## **ABOUT THE BRAND & CLIENTS TEAM**

The Brand & Clients team is a small, collaborative, and energetic national team based in Sydney, Melbourne and Brisbane – yet with a national and international reach. The team is focussed on one thing: maximise the market impact of Urbis and its people through a laser-like focus on our clients and the markets they operate in. The team bangs the drum for Urbis and creates the stage for its people to shine.

Despite its size, the team punches above its weight which is reflected in the quality of its stakeholder relationships, and the diversity and range of its campaigns and projects. Outcomes orientated, energetic, always hungry to do more and be better – the team is on the cusp of its next stage of evolution. This will include deepening its business development capability, creating compelling ideas-rich campaigns to support pre-positioning, and taking advantage of technology to improve the precision and impact of our work.

### **What we will offer you**

You will join a nimble, highly collaborative, passionate, and non-hierarchical team dotted around the country. We have big aspirations and a thirst for constant improvement. We have been a house of generalists for some time, but we're on the cusp of deepening our expertise in particular areas in response to changing business needs. This is a fantastic time to join a team that is on the cusp of its next stage of growth.

You will be based in our new CBD office – with a contemporary fit out and exceptional amenity designed to promote moments of creativity and collaboration with our clients and peers.

Best of all, you will join a company that is renowned for its culture of inclusivity, entrepreneurship and a genuine passion to shape our cities and communities for a better future.

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## ABOUT THE ROLE

### Senior Brand & Clients Consultant (Business Development) – Melbourne

This is a new role that reports to the Group Brand Clients Director and works in close collaboration with national Brand & Clients team to drive and deliver a diverse range of market and client growth priorities. You will be part of a small, collaborative, passionate and outcomes orientated team with a reputation for being a business development and marketing 'partner of choice'.

Priorities include:

- Develop and deliver business development strategies and plans to support the growth of priority markets and clients nationally – working in close collaboration with Directors and Associate Directors.
- Drive a strong market and client orientation to enable our Directors and Associate Directors to develop and articulate value propositions to support work winning.
- Develop strong rapport across business Units and regions to identify opportunities for collaborative positioning and work winning.
- Fosters an 'ideas culture', supports the development of compelling thought leadership to take to market to support pre-positioning and client engagement.
- Enable Directors and Associate Directors to 'chase' strategic opportunities with greater deliberation and effect, through practical and actionable strategies and advice.
- Collaborate with your Business Development and Commercial Manager peers to drive awareness and use of our market, client and pipeline tools and elevate opportunity management.
- Be a champion of tender best practice, supporting our people to utilise the Tender Toolkit, navigate go/no go decisions, devise winning strategies and value propositions, and coach teams to sharpen their pitch and find their Bolder Voice along the way.
- Elevate the 'client voice' within Urbis – contribute to the development and implementation of our client listening program. Surface and share actionable insights to drive positive changes in client engagement.
- Proactively strengthen and leverage key industry relationships to identify profile, thought leadership and advocacy opportunities in line with business development priorities.
- Enable stakeholders to find their 'Bolder Voice' particularly in relation to pitches, client engagement and business development activities.
- Refresh and support the application of work winning tools, including the Tender Toolkit, positive pricing, and capability documents.

## ABOUT YOU

To be successful, you will have experience in a similar role, or as an established business development executive looking to take that next step in your career, within a professional services environment. In addition, you will be/have:

- A team player with the ability to influence, engage and build trust with a variety of senior and technical stakeholders and industry partners.
- Have strong project management skills and be adept at managing multiple stakeholders and business priorities.
- Business development experience gained in a professional services environment.
- Optimistic, outcomes driven with a strong solutions orientation.
- Strong communication skills, both written and verbal.
- Initiative, creativity, a keen eye for detail and generosity of ideas.
- Ability to work autonomously, as well as part of a highly collaborative and passionate team.



**WITH AMANDA FONG**  
Group Director Brand & Clients

## 01. Why is this an exciting time to join Urbis?

We are on the cusp of some further and exciting change. The Board and Executive Group have endorsed a stronger market orientation and the Brand & Clients team is key to this.

We're no longer just a big fish in our traditional pond. We are realising the potential that comes with integrating our disciplines and capabilities. We are yet to fully realise this and there is a strategic dependency on the Brand & Clients team to get there.

Despite the 2020 year that was, we've emerged #oneyearbolder and with that a hunger to ensure we not only retain our market position but grow it. We see this occurring via a few domains: 1) unpacking the value that comes through integrating our capabilities 2) being bolder with the ideas that we take to clients and the market 3) growing our exceptional client base.

We start from an excellent place. We have in our humble opinion the best clients, the best people and the best projects. Yet we haven't fully recognised the value of this and the potential to grow it.

## 02. How integral is this role to the broader business of Urbis?

Very! We don't create new roles flippantly at Urbis. There is a recognised need for the right person to come in and make a positive impact from day 1. The Brand & Clients team is highly regarded within Urbis and the team punches above its weight. However traditionally the roles have been blended – i.e. a blend of BD and marketing. The business is now at a scale that requires greater BD specialism, advice and partnering.

Whilst Urbis has a very strong culture of client care, its approach to business development and client management is still evolving and indeed maturing. BD

has traditionally been the domain of our Directors – ie it's been shaped by the individual and by and large through instinct. Whilst we certainly want to preserve this entrepreneurial spirit, we are now pursuing clients, opportunities and projects that require far greater BD deliberation, strategic smarts and discipline.

Our Directors/Associate Directors value advice. However it must be outcomes-driven, pragmatic and not couched in theory or frameworks for frameworks sake. It's often a case of they don't know what they don't know – in the sense that they may not have had the benefit of working with dedicated BD in the past. However once they do, they certainly want more of it.

## 03. What is the culture like at Urbis?

Urbis is a business with a 50 year pedigree that feels as energetic and aspirational as a business in its formative years.

The culture at Urbis is prized. Optimistic, democratic, non-hierarchical, inclusive, informal (compared to Big 4 or law), high care and high performance. Ideas are encouraged and heard. Everyone mucks in.

Bureaucracy, process for process sake, pessimism, risk aversion has no place!

## 04. What does future career progression look like for a BD & Marketing professional at Urbis?

The Brand & Clients team are no different. Yet as we're national in scope, we work hard to ensure everyone's skills and passion are directed to the right projects and initiatives. The client/marketing/BD part of the team is small yet highly attuned to one another. There is a high degree of trust, team spirit, collaboration and communication. They hold

each other in very high regard and that respect is reflected in our high employee score. The team is energetic, resourceful, agile, savvy, client-centric (whether internal or external), ego-less and outcomes orientated.

The Brand & Clients team in its current guise is relatively young. We are just three years old. Whilst the team enjoys a positive and strong reputation internally – I am of the belief we have only just begun.

That is not to downplay the many achievements of the team, but rather to highlight the potential of individuals and the collective within the team at a time when the Company Business plans are heavily dependent on the expertise of Brand & Clients. So this is a role for someone who is happy and comfortable to help shape, define and deliver our strategic priorities yet be equally comfortable rolling up their sleeves to deliver in an agile, collaborative, pragmatic and impactful manner.



## How to apply

Urbis 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) with a copy of your resume in Word format. If you would like additional information please contact Graham Seldon on +614 33 152 888

