



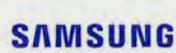
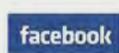
About Baker McKenzie

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

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 BDMC team is structured across 3 streams globally. This role is Director of the “In Market” BDMC team in Australia –

working closely with the Australian based partners as experts in this market. This Director will lead a team (currently 8) which works 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.

The In-Market BDMC team are expert project managers in pulling all these resources together in delivering BDMC initiatives.

The End-to-End Service Centres provide delivery on Proposal Production, CRM Tool Mgt, Creative Services, Legal Awards & Directories. Our In-Market BDMC team also collaborates closely with Business Managers for each Business Unit.

As BDMC Director, Australia you will report to the BDMC Director, Asia Pacific, whilst also pro-actively engaging with other senior stakeholders throughout the global network.

IN-MARKET BUSINESS PARTNERS

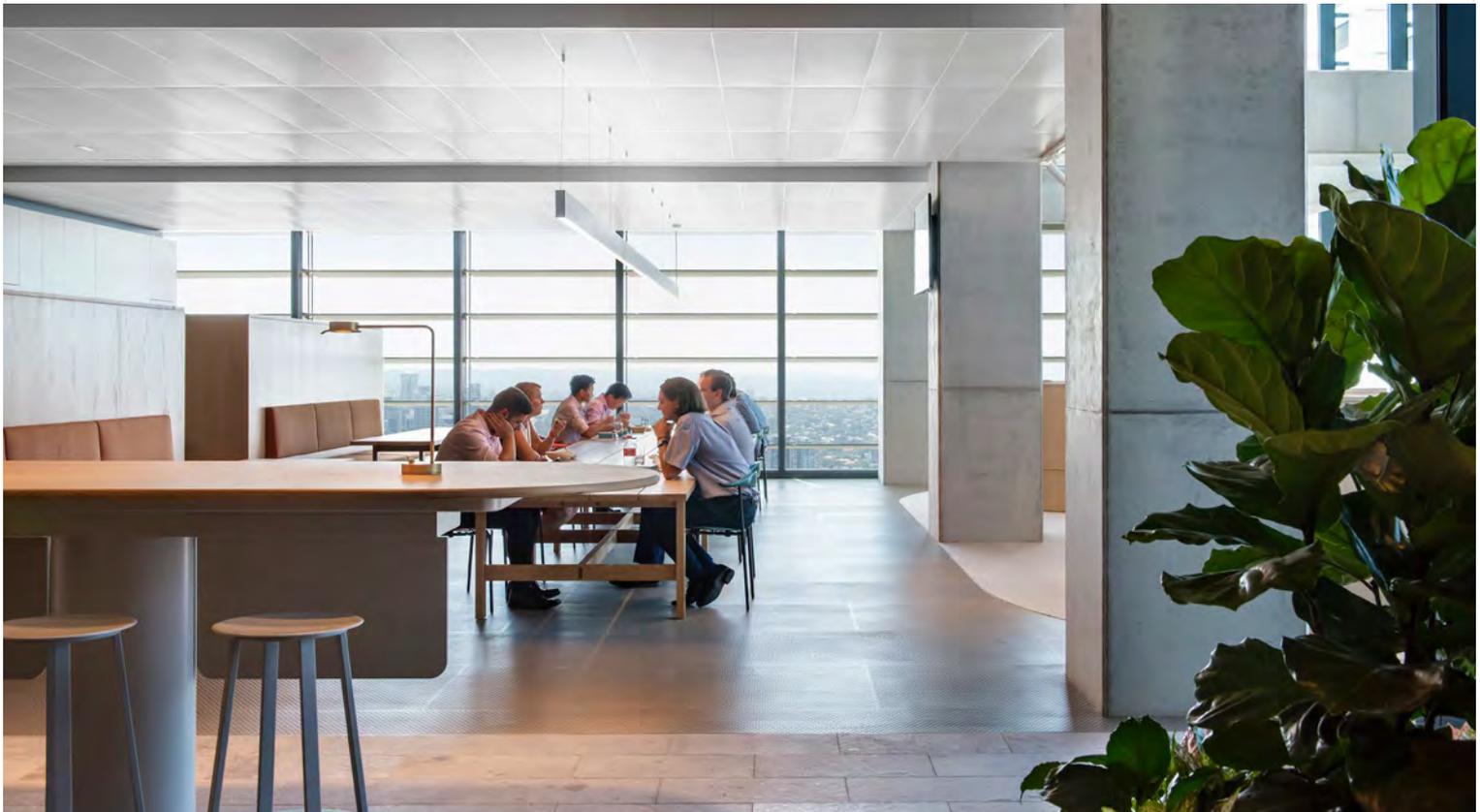
High-value, local and lean resources drive profitability and service excellence

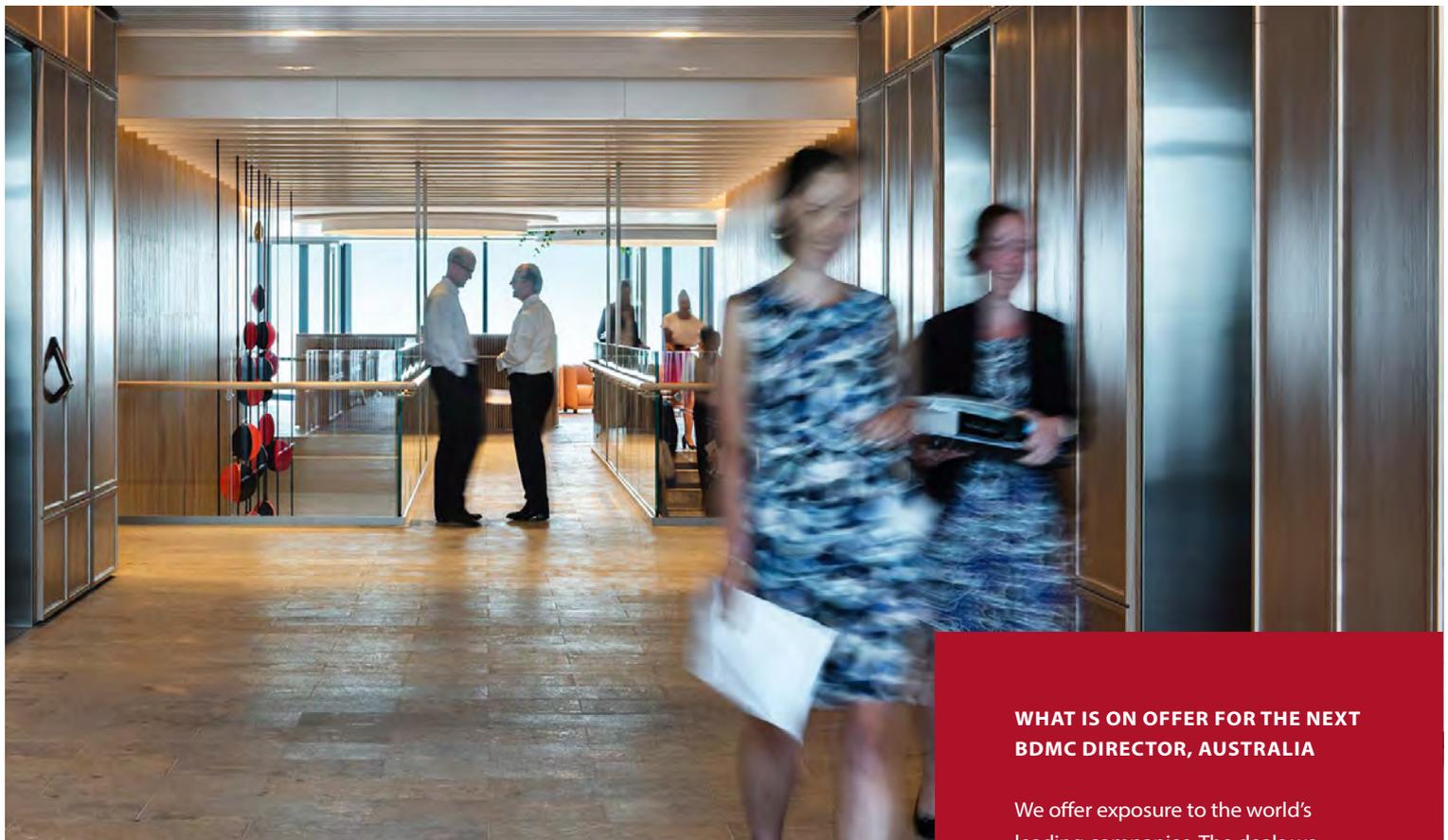
SPECIALISED FUNCTIONS

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





BAKER MCKENZIE BDMC TEAM AND FIRM CULTURE

It is a culture of friendship. In particular, the BDMC team is a close-knit group who are supportive of each other - everyone pitches in to help each other when the pressure is on.

Our high performing culture also welcomes innovation and fresh thinking. We also have a genuine commitment to diversity and well being and have a strong social conscience. 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. We also have a leading pro-bono commitment. All of this and more underpins why the BDMC team enjoys a great retention rate.

Baker McKenzie is 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. There are many examples to share of BDMC professionals who have carved out impressive careers within the business, often internationally.

WHAT IS ON OFFER FOR THE NEXT BDMC DIRECTOR, AUSTRALIA

We offer exposure to the world's leading companies. The deals we work on are big and the matters wide ranging and our BDMC 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). 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.

Our new BDMC Director, Australia will flourish if they bring a global mindset and enjoy working as part of a global matrix structure, working to the same strategy and goals, playing their role and collaborating with others.

About the role

ROLE TITLE	Director of Australia Business Development, Marketing and Communications
BUSINESS SERVICES FUNCTION	Business Development, Marketing and Communications (BDMC)
ROLE TYPE	Full-time, Permanent
LOCATION	Sydney / Melbourne / Brisbane
ROLE PURPOSE	To lead the strategic focus of the In-Market operations of the Firm's BDMC function for the Australian offices, managing the department's office resources and developing a strategic focused, market-leading BDMC business-partnering function which enables the Australian office to win, retain and grow business through consistently high standards, engaging thought leadership as well as strong relationship and account management.

MAIN RESPONSIBILITIES

- Lead, develop and motivate the In-Market BDMC team for the Australia office; ensure the team members understand their role in the new operating model and work collaboratively with colleagues in other parts of the function to deliver excellent service
- Promote market-led and client-focused approaches to business development and marketing; ensure our thinking is grounded in client-needs and competitive context; challenge constructively when this is not the case
- Develop the overall business development and marketing plan for the office, ensuring it is aligned to the business plans of each Practice Group regionally and globally
- Lead the business development and marketing planning process for Australian Client programme, Industry Groups and client teams
- Work with BDMC leadership in Asia Pacific to ensure that the overall BDMC function is delivering against 'the plan' for the Australia office, including: client development, marketing campaigns, PR and profile raising, major events and seminars, online marketing and internal communications
- Communicate local office needs and demands to the Specialist function and End-to-End Services and ensure we collaborate with them on final service delivery
- Assume overall responsibility for the quality of service provided to Australia office

TRAVEL REQUIREMENTS

- This role will not require regular travel, but occasional trips to Melbourne and Brisbane

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

BDMC Director, Asia Pacific

YOUR DIRECT REPORTS, IF ANY

Australia In-Market Senior Managers.

KEY RELATIONSHIPS

- Australia office leadership
- Regional BDMC leadership
- Local business leadership
- BDMC colleagues in Specialist and End-to-End Functions
- Partners and lawyers
- Professional & Business Services (PBS) colleagues



About the candidate

TECHNICAL SKILLS, QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree desirable. Masters or other qualifications focusing on Marketing, Communications, Sales or related commercial subjects would be advantageous
- Significant experience of leadership 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

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



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

