



HFW

OPPORTUNITY PROSPECTUS

**SENIOR BD EXECUTIVE**

(NATIONAL)



## HFW IS A SECTOR FOCUSED GLOBAL LAW FIRM

We have over 600 lawyers working across Australia, Asia, Europe, Middle East and the Americas. We take a progressive approach to our roles in commercial business – thinking creatively and pragmatically to support our clients. We are dynamic, entrepreneurial and leaders in our specialist areas.

As one of the first international firms to establish an office in Australia in 2006, our Melbourne office opened with a foundation team of 13. Today we have 3 offices, with Sydney and Perth opening in 2009 and 2011 respectively, and our Australian team has grown to over 150.

Our specialist lawyers are sector focused and offer a comprehensive range of legal services to our clients in Aerospace, Commodities, Construction, Energy & Resources, Insurance & Reinsurance and Shipping.



SELDON  
ROSSER

OPPORTUNITY PROSPECTUS

# THE OPPORTUNITY TO JOIN THE TEAM

As part of the Marketing and Business Development team you will be responsible for assisting in the execution of a BD and marketing program that will form part of the overall marketing and business development strategy of the firm. This role will provide support for the three Australian offices and work across each of our six industry sectors.

## KEY RESPONSIBILITIES

### Business Development

- Assist in the planning and execution of Australian sector and industry group business development plans, aligned to the HFW's strategic objectives and priorities
- Assist in the delivery of client plans aligned to key clients across the Australian practice
- Draft and contribute to pitch documents and tenders
- Support 'pitch debrief' process and track further activity and outcomes
- Co-ordinate client feedback opportunities

### Marketing

- Assist in the management of end to end process of events and sponsorship opportunities
- Produce a variety of marketing collateral
- Identify and execute brand profile raising opportunities
- ROI reporting and tracking

### BD & Marketing Tools

- Work with the BD & Marketing team, secretaries and staff to promote the use of and engagement with HFW's business development and marketing tools:
  - InterAction (CRM database)
  - Credential database (experience repository)
  - Pitch and presentation templates
  - CV depository
- Provide user support and additional training as required

## QUALIFICATION, KEY SKILLS & EXPERIENCE REQUIRED

- Tertiary qualification in Marketing or an appropriate business discipline
- Approximately 3-4 years' experience in a business development and marketing role ideally in a professional services environment
- Exceptional stakeholder relationship skills with the ability to develop trust and credibility at all levels
- Exceptional attention to detail
- Advanced MS Office skills, InDesign is desirable but not essential
- Ability to liaise with people at all levels
- Project focused and highly organised and able to manage multiple tasks
- Exceptional written and verbal communication skills with the ability to influence others
- A team player with confidence and a can-do attitude.



Q&A with **PERNILLA LINDEN**  
who heads up Marketing & BD  
Australia

**How does this role fit into the firm's strategy and have an impact on the business?**

HFW is on a journey and this role will be a key player in working with me to shape the future of the firm and moving towards a "client first" culture. I look forward to working closely with this person on client development initiatives – from identifying the correct clients, to training Partners and Associates on how to do BD, to driving pitch strategy and coming with me to speak to clients and bring their insights and voice into the partnership. HFW has an aggressive and exciting growth strategy over the next 3 years and the BD function is on the cusp of cementing a client first and BD savvy culture into the partnership.

**Could you describe a 'day in the life' of this role?**

You will spend a lot of your time talking to Partners and Associates, making clients their focus - who they are, what they want and what we can do for them. I will be hiring a pro-active BD professional with good instincts and initiative to help the Partnership look forward into the horizon of commercial issues affecting the clients in our key sectors and how our business can find opportunity here. You will analyse and advise Partners on pipelines and

keep them focused on BD initiatives. No day will be the same in this role and you will work with some great people in the Australian offices but also across the APAC and globally. About 50% of this role will focus on our Construction sector (including Infrastructure (front and back end), Real Estate, Finance and Property Development, Workplace Relations). Two of the Partners you will support are based in HK which, along with our niche of advising SEA and Chinese clients with development projects in Australia, gives an interesting APAC focus to the role.

The second half of the role will be split across our other sectors as required, though there will likely be most overlap with our Energy & Resources group (which includes some market leading initiatives on renewables and improving carbon footprint). When it becomes business normality again, I anticipate some domestic travel and likely an annual international trip.

**Can you tell us a little about your career journey and what attracted you to the HFW business?**

I have worked in professional services for over 20 years in many different fields including higher education, accounting and HFW was my first law firm. I was uncertain at first whether or not to try the legal industry, however I realised that

BD in law firms is a lot more client focused than many other sectors. There are some new challenges in the legal sector but some much bigger rewards and interesting BD / Client Development work than I found in other sectors. The quality, size & scale of HFW's clients also attracted to me and keeps me excited every day I work here. My colleagues have become friends. It's no exaggeration to say that I love working with every single one of my colleagues and that our close-knit, friendly and supportive community is consistently commented on by everyone I work with.

**Can you describe the culture and working environment this person will experience?**

HFW offers a really lovely culture where everyone works as a team in a reasonably flat structure without unnecessary hierarchy. I enjoy a team environment where everyone brings their ideas and opinions. The Sydney office is particularly social – on the first Monday of every month they do a bake-off, there's usually Friday drinks and also various breakfast events. They work hard but are a social and close knit bunch. We talk about "the best working environment for us" and so flexibility and permission is given to find your rhythm of office work versus home working that works for you as well as the business.

**HOW TO APPLY**

HFW has recognised the strategic importance of this role to their business and have invested in a full search campaign through working exclusively with Executive Search Firm Seldon Rosser to canvass the market for exceptional talent.

To express interest in this opportunity email [katie@seldonrosser.com](mailto:katie@seldonrosser.com) with a copy of your resume in word format and a covering letter that outlines your relevant experience for this position. If you would like additional information please contact Katie Rosser on +61 424 944 997

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