



# BUSINESS DEVELOPMENT MANAGER

SYDNEY

## ABOUT URBIS

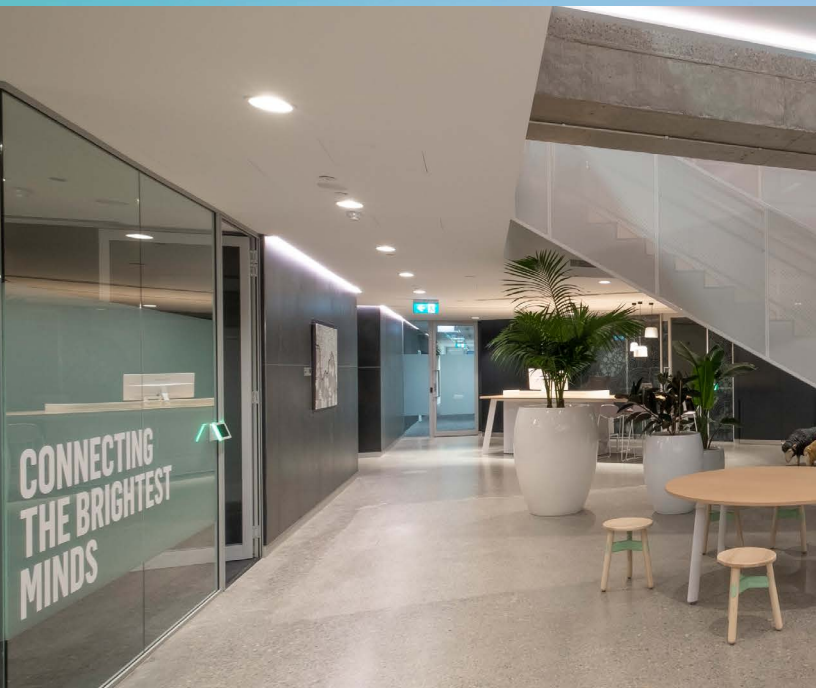
Urbis has one simple goal – to shape cities and communities of Australia for a better future. The purpose, which was first articulated in 2016 encapsulates the vision of the business and its people. The company has enjoyed solid revenue and client growth in the intervening years, growing to more than 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.

#cityshaper #oneyearbolder

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



What I have enjoyed most about working with the Urbis BD team is learning from partners who encourage me to think differently on company strategy development, thought leadership, collaborating with world class peers and seeing all of this through to strategy execution. Being part of this ongoing change in how we understand, communicate and advocate for a better future in our cities gives us all a clear purpose and a compelling story to tell.



Mark Dawson  
Director

## 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 the work winning potential of 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 elevate client conversations and engagements.

## 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 - whilst enjoying our culture of flexible and agile working.

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.

## ABOUT THE ROLE

The Business Development Manager is focussed on driving a stronger market orientation and culture by raising the company's work winning capability, driving priority areas of growth and elevating the client experience by applying strategic business development, client growth, pursuit, and market insight. The Business Development Manager acts as a senior partner and adviser to Directors and Associate Directors to devise and deliver strategies in select 'must win or grow' areas, with a strong 'One Urbis' overlay.

The Business Development Manager also acts as the 'point person' for select BUs, regions and markets; bringing in relevant specialist marketing communications and creative expertise from the Brand & Clients team as required. The position works in close collaboration with the Brand & Clients team at large, to foster a unified and client-centric approach to business partnering.

### KEY INTERNAL RELATIONSHIPS

- Group Brand and Clients Director
- Brand and Clients team
- Regional Directors
- Directors and Associate Directors
- Other Urbis Business Units
- Commercial Managers

### KEY EXTERNAL RELATIONSHIPS

- Industry Bodies and trade associations (e.g. PCA, Grattan Institute, VPELA, PIA, UDIA, UDAL, ULI, Committee for Melbourne)
- Clients in priority markets
- BD counterparts in peer or client organisations

### KEY RESPONSIBILITIES

Responsibilities include but are not limited to:

- Work as a trusted advisor to the BU, region and market leaders to support the achievement of revenue and BD objectives.
- Drive collaborative work winning and client engagement behaviours and best practice amongst Directors and Associate Directors.
- Lead the development and execution of priority 'must win/ grow' opportunities, working in partnership with select Directors.
- Proactively forge relationships with partners / referrers of business, identifying strategic partnership opportunities.
- Champion the clients' voice and a client / value centric culture to ensure clients benefit from an integrated and elevated experience. This includes managing and conduct regular client feedback sessions.
- Connect Urbis leaders to market opportunities, whether through industry associations, referrers, clients or other B2B relationships.
- Promote a pipeline and value mindset, leveraging positive pricing strategies, relevant reports and insights in partnership with Commercial Managers
- Coach and partner with relevant Directors and Associate Directors to lift their market /client impact; provide contemporary and actionable BD insights and strategies.
- Develop strategies and plans to support the identification and pursuit of priority opportunities and clients. Track and report results and share insights to support others.
- Bring evidence based insights (via Client Listening, MySuite and future CRM) to inform changes in BD behaviour.
- Proactively perform analysis to determine the ROI of BD/ marketing activities, including continued improvements and developments in market /client research and intelligence.
- Lift the BD capability and impact of Dir/AD/SC; working in collaboration with HR to devise contemporary L&D to lift the overall work winning capability of the team.
- Coach and advise on the application of positive pricing strategies, including advice to support the articulation of value by Directors/ Associate Directors.
- Inform and tightly anchor all marketing campaigns and initiatives to clear BD/revenue outcomes- in collaboration with Marketing Communications colleagues
- Track, qualify and advise on strategic tenders /proposals including value proposition development, identification and leverage of aligned capabilities and partners.
- Ensure development and distribution of market and client relevant insights and intelligence, leveraging existing (e.g. Meltwater) and future (e.g. CRM) resources.





The BDM role is vital to achieve our business unit goals. Our sustainable long term growth relies on us targeting new clients and markets. Having a BDM over the last 18 months has shone a light on the huge benefits of an external partner assisting us be more focused and strategic in our business development efforts. I see this role, as an integral part of the leadership group in our team to help guide and drive strategic business initiatives to achieve continued success into the future.



Stephen White  
**Director- Urban Planning**

- Conduct client listening sessions and provide actionable insights to business.
- Prepare, review and create high quality and value-adding content to support work winning, including capability statements, value propositions, thought leadership propositions.
- Promote, contribute to and support the adoption of BD enablement tools including Tender Toolkit, CRM, B&C SharePoint, Worksharp Intelligence and other related tools.
- Manage and optimise multiple projects and deadlines.
- Complying with all WHS Policies and procedures, reporting any identified hazards and incidents.
- Other duties as required.

## ABOUT YOU

### CORE COMPETENCIES

Performance and Development is assessed against our Brightest Minds Talent Framework. Competencies specific to this role include:

- Strong people leadership skills; contribute to a high performing team culture
- Confidently communicates and engages senior stakeholders to influence an outcome.
- Drive, develop and deliver marketing communications strategies to drive market profile, business growth, new markets/products.
- Prioritises and manages competing demands of multiple assignments and/or projects within agreed timeframe.
- Pro-activity, initiative and the ability to exercise judgment regarding stakeholder engagement and how to build interest or buy-in and influence cultural change.
- Adept at identifying contemporary methods to surface and report client insights and trends.

### QUALIFICATIONS & EXPERIENCE

- Minimum of a Bachelors Degree qualified in Commerce, Business or equivalent
- Strong BD experience (min 10 years') with a preference for PSF or B2B setting.
- Strong appreciation of marketing communication principles and trends, including practical application in a PSF setting.
- Expertise, experience and track record in practice development and key account management, or the ability to quickly develop these skills.

Q&A



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 #oneyarbolder 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! 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.

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.



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The Business Development Manager is a critical partner for our business success in NSW. We rely on the valuable strategic, pragmatic and insightful advice and involvement of the manager to best position and implement our chase strategies in NSW.



Princess Ventura  
**Regional Director**

## 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

