

OPPORTUNITY PROSPECTUS

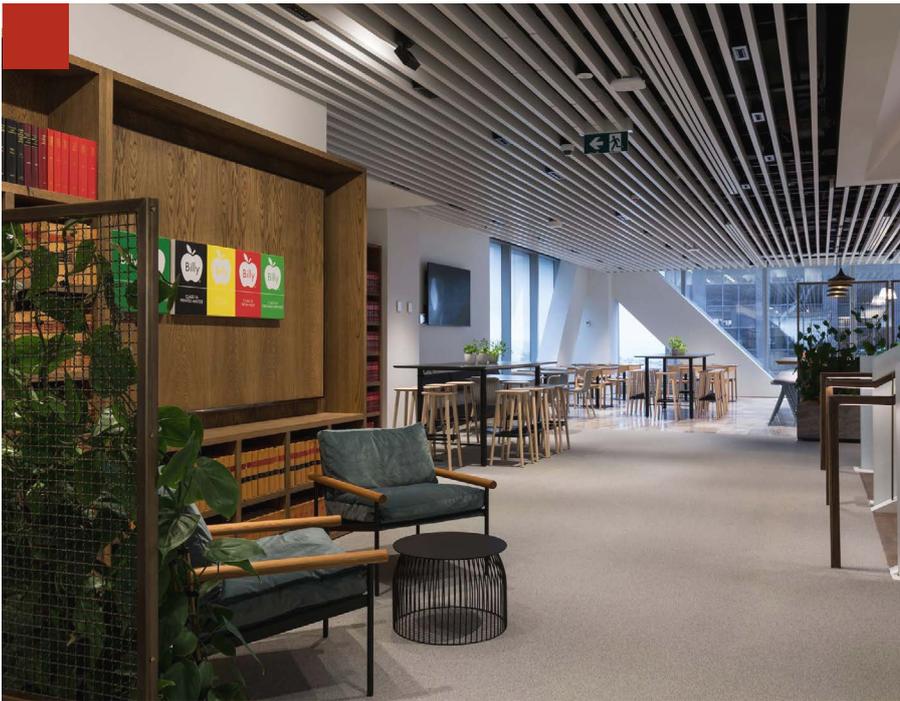
Director, Business Development & Marketing

Auckland



About MinterEllisonRuddWatts

We have a rich history. We are proud of our people – past and present – and our contribution to New Zealand.



MinterEllisonRuddWatts is regularly awarded New Zealand Law Firm of the Year and we are focused on being the absolute best law firm for our people, our clients and our communities.

As a full service firm our legal and business expertise spans a wide range of services and key industry sectors including Energy and Resources, Infrastructure, Government, Health, Banking and Financial Services, Managed Funds, Technology and TMT.

As a member of the MinterEllison Legal Group, we are one of the largest legal groups in the Asia-Pacific region delivering technically excellent solutions and innovative advice to clients locally and globally.

We have been recognised as one of the country's most innovative firms and our commitment to innovation allows us to collaborate with our clients creating solutions to help them solve their increasingly complex legal and business challenges in an uncertain time.

Our firm's culture is built on empowerment, diversity and inclusion. As part of this commitment, we've signed up to a diversity reporting framework on gender and ethnicity representation within our firm. We are dedicated to community investment and are building long-term partnerships with organisations that are committed to supporting youth, education and improving the quality of life of people through a combination of pro bono, community programmes, volunteer support and sponsorship.

About the Opportunity

**It takes more than excellent lawyers
to make our business successful.**

Behind all our legal experts are high performing teams including Finance, HR, IT, Marketing & Business Development, Secretarial Services and Office Management.

We are now hiring a Director to take on leadership of the Business Development and Marketing team to develop and deliver strategies and tactics that enable superior performance and support achievement our vision to become the law firm of choice for leading clients and exceptional people.

Overview

REPORTS TO	Chief Executive / Managing Partner
DIRECT REPORTS	<ul style="list-style-type: none">National Business Development ManagerNational Marketing Communications ManagerHead of Events and SponsorshipsClient Development Manager – Law Tech
LOCATION	Auckland

Key Relationships

STAKEHOLDERS	Partners of MinterEllisonRuddWatts
INTERNAL	Partners and staff of MinterEllisonRuddWatts
EXTERNAL	MinterEllisonRuddWatts clients and contacts

Position Summary

Hands on leadership of the Business Development and Marketing team to develop and deliver strategies and tactics that enable superior performance and support achievement of the firm's vision to become the firm of choice for leading clients and exceptional people.

This job description comprises key responsibilities only and the incumbent will be involved in a wide range of tasks and responsibilities which will change to meet the firm and Chief Executive's requirements from time to time.

The Director, Business Development and Marketing leads a team of 10 staff (7 in Auckland, 3 in Wellington).

Success in the role will be determined by the ability to:

- Collaborate strategically and operationally with the HR, Finance and Operational and/or IT functions, who currently form the Firm's Management team, reporting to the Chief Executive
- Win the trust of, and build working relationships with, partners across the firm to build business and brand
- Manage multiple stakeholders, team members, projects and tasks simultaneously

Key Objectives

Act in accordance with the firm's values

Respect Individuality Work as One Listen Care Deliver With Excellence Bring on the Future

- Ensure our service offering is delivered: We Listen, We Care, We Deliver with Excellence.
- Use the values as guiding principles for all behaviours, attitude and approach.

Leadership & people management

- Attract, retain and lead a high performing Business Development and Marketing team.
- Ensure we have the right structures and the right people, and that those people are motivated, focused and continually developed.
- Drive a team culture in keeping with the firm's values and ensure team members are continually striving to create value and achieve efficiencies.
- Build strong, collaborative relationships across the business.

Strategic planning and execution

- Lead, where appropriate, the development and progress of firm-wide strategic projects.
- Lead and manage the annual divisional and sector business planning process.
- Keep abreast of market developments, and external economic and market conditions to allow for the proactive response of the firm as required.
- Work with the senior management team on cross-functional or strategic projects to bring the client perspective and ensure effective and strategic decision making.
- Advise on the likely client and market consequences of all proposed courses of action.

Business development

- New Business – work with partners to identify and convert new business opportunities.
- Clients – manage a client programme to achieve preferred provider status with a portfolio of leading corporates.
- Sectors – manage a programme to achieve firm of choice status within strategic sectors.
- Listening – manage healthcheck, NPS and market research activities.
- Tenders – provide a value adding tender support and management service to partners that achieves a 'better than market' win rate.
- Pricing – work with partners and CFO to set and achieve profitable pricing for matters and panels.
- Sales – provide coaching, support and energy that assists partners with sales opportunities and strengthening relationships.

Key Objectives

Marketing, brand and communications

- Thought leadership – development and delivery of a thought leadership programme that ensures the firm stands out in the market.
- Media – development and delivery of a pro-active media relations programme that positions the firm, practice areas and partners in relevant publications.
- Events – development and delivery of a pro-active events programme that positions the firm, practice areas and partners with relevant clients and other stakeholders.
- Sponsorships – management of sponsorship portfolio that aligns firm, brand and Community Investment Programme strategies.
- Social media – ensures firm is making appropriate use of various social media channels.

Systems

- Ensure various systems (CRM, website, e-Marketing, deal database etc.) provide insight and support effective and efficient business development and marketing activity.

Continuous improvement

- Work to continually improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly to provide quality seamless customer service.



Key Competencies

Self-management

- Maintains the highest standards of professional conduct.
- Shows loyalty and commitment to the team and the firm.
- Shows resilience to be able to cope with obstacles and setbacks, including management of stress.
- Maintains the highest standards of confidentiality, discretion, and trustworthiness.

Leadership capabilities

- Commits to excellence rather than perfection.
- Creates a compelling vision of the future and takes people along.
- Leads by example, challenges people to think and builds high performing teams.
- Has a positive attitude and abundant drive, energy and ambition.

Client service

- Strong client service focus, showing willingness and flexibility.
- Ability to develop strong working relationships with internal and external clients.
- Strong commitment to following through with obligations and striving to achieve timely resolution to enquiries.
- Communicates in a professional, friendly, and tactful manner in both verbal and written communication.
- Ability to listen and understand business requirements.
- Professional, efficient and friendly manner.
- Ability to translate business needs to technology solutions.

Organisation

- Highly self-motivated, organised and able to work autonomously.
- Excellent evaluation, analytical and problem-solving skills.
- Understanding of complex information and requirements.
- Good prioritisation skills and flexibility to adapt plans.
- Good communications skills - written and verbal.
- Great IT skills combined with a good head for business.
- Confident in decision-making.
- An ability to work to tight deadlines and constraints.
- Good team player.
- Ability to work effectively under pressure.
- Initiative, forethought and anticipation.
- Strong information management skills.

Technical skills

- Sales and Tender Management.
- Brand Development and Marketing.
- Pricing for Professional Services.

Previous Experience

Essential

- Leadership of a Business Development and Marketing function in a top tier Professional Services firm.
- Management of a growth focussed client programme.
- Oversight of a brand development programme.

Desirable

- Personal ownership of sales and client relationships.
- Building a “technical team’s” sales skills.
- Experience with pricing strategies for a professional services firm.
- Development of a Thought Leadership programme.
- Law firm experience.





Q&A WITH

Andrew Poole

Why is this a good time to join MERW?

It's a great time to join us. There is huge momentum and energy at the firm and clients are telling us we are very much on the move, cementing our place as a top tier law firm and putting the planks in place to become the firm of choice for leading clients and exceptional people. When I think of reasons to join MERW it can be summed up as 'DNA' we have Drive, eNergy and Ambition.

How integral is this role to the broader business of MERW?

It is a critical role. This role is at the heart of delivering our vision – of being the firm of choice. There are some key initiatives that are at formative stages which will underpin the work we do over several years. This role will help shape and implement some of the most exciting projects we have undertaken.

What are the key attributes you look for when appointing people to your leadership team?

I look for the ability to relate to the broad range of people you get in law firms which requires a high EQ and a real understanding of how professional services firms work. Helping the firm achieve its goals is very rewarding and requires real strategic strength and ability to work alongside partners and be their business partner. Having drive, energy and ambition is important. Often the ambition is realised through our collective

success and working collaboratively. Our leadership team is critical in developing and building high performing teams who fully support our firm's goals. So a people leader who inspires others, values and supports their team, is critical.

How would you describe the culture at MERW?

Our culture is built from a strong foundation of living our vision, purpose and values. We are proud of our values that represent who we are:

- *Waka eke noa* Respect Individuality, Work as one
- *Waka whakareai* Listen, Care, Deliver with Excellence
- *Waka hourua* Bring on the Future

Our guiding mantra is Listen, Care, Deliver with Excellence and the commitment to care is palpable. This care is shown through the delivery of our programmes and initiatives that support our people to be the best they can be – such as career development, health and wellbeing, a commitment to a diverse, inclusive and sustainable future, along with a great social network. Our people enjoy working alongside, and learning from, internationally recognised top talent. There is an energy and passion that comes from our purpose of helping shape New Zealand's future.

How to apply

MinterEllisonRuddWatts has recognised the strategic importance of this role to their business and have invested in a full candidate search campaign with Seldon Rosser.

To express your interest in this opportunity please contact graham@seldonrosser.com +614 33 152 888 or katie@seldonrosser.com +61 424 944 997

www.minterellison.co.nz seldonrosser.com

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