



SELDON
ROSSIER



Pinsent Masons



**Senior Business
Development
Manager**

MELBOURNE, PERTH OR SYDNEY



ABOUT PINSENT MASONS

We are a global professional services firm with a purpose led ethos and a reputation for innovation and excellence. Legal services are at the core of what we do, deploying expertise to clients across the Americas, Asia Pacific, Europe, Africa and the Middle East. The future of our people is our biggest priority, and we invest in specialist training and development programs to support our employees' long-term career goals, including opportunities for local and international secondments. Proud of our leading reputation for diversity and inclusion, which is embedded in our Brook Graham offering, we have created an open environment where all people can bring their whole selves to work. We also promote practices that support wellbeing, mental wellness and work/life balance so that everyone can thrive at work and at home.

PURPOSE OF THE ROLE

The overall purpose of the role is to help drive the strategic business development plan that exists for the Asia Pacific region, which has the aim to increase the number of profitable relationships across the firm and contribute to the implementation of brand building activities. The person will drive the implementation of the firm's sector plans in the Asia Pacific region. The role is strategic rather than execution in focus, so profit and revenue generation is key. The role will support lawyers in all aspects of business development, covering a wide portfolio of BD skills which includes strategy setting, client targeting, credentials materials and tactical marketing activity such as sponsorship and thought leadership eg sector campaigns and product development.

The role sits within the Asia Pacific BD team which comprises individuals based in Beijing, Hong Kong, Melbourne, Singapore and Sydney. The BD team in the region has been moving away from execution tasks to strategic advisory roles in recent years, so the candidate must be prepared to push back on more execution-level tasks.



Main duties and responsibilities

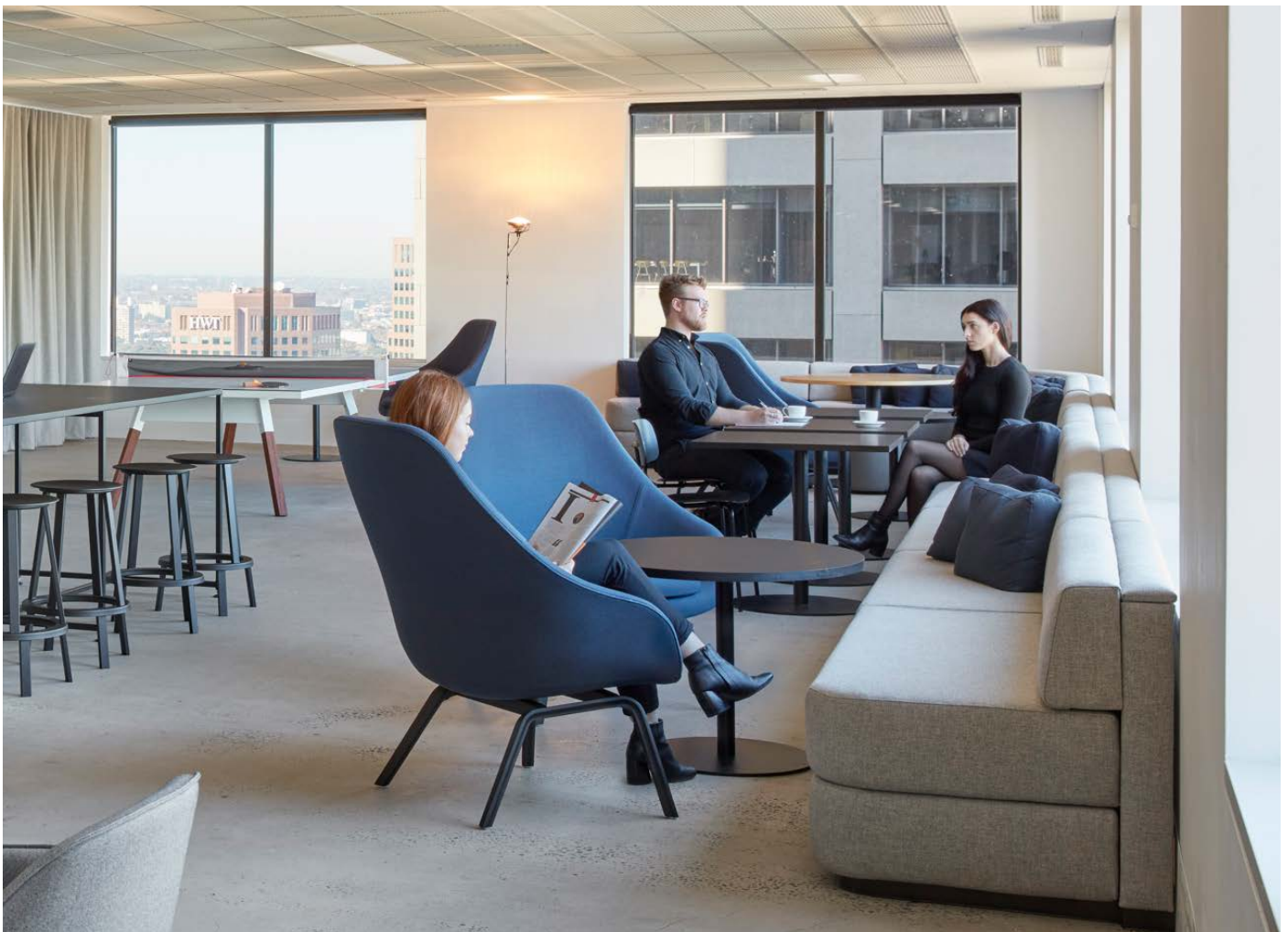
- Manage all BD activity for the Australia offices against the firm's strategy as well as the Asia Pacific Business Development Strategic Plan.
- Execute the firm's client relationship management programme ("Atlas") through:
 - managing several clients with strong potential across the Asia Pacific region as part of the firm's Atlas programme
 - supporting client teams in the pursuit of growth with such clients
 - developing and maintaining up-to-date Relationship Development Plans (RDPs) for each client
 - ensuring actions within RDPs are followed through and continuously refreshed to ensure billings with these clients are increasing and overall objectives are being achieved.
- Drive the generation of profitable revenue through:
 - leading all bids originating from the Australia office that the firm has a high likelihood of winning, and guiding those completed by others in the firm such as lawyers and legal PAs
 - maintaining up-to-date credentials for the Australia offices.
- Regularly share best practice and facilitate collaborative working between regions, sectors and groups.

- Continue to build the firm's profile in the Australian market by ensuring effective use of all appropriate communication channels, including Out-Law, media, membership bodies, social media (LinkedIn) etc.
- Assist with the formulation and management of the budget for the Australia offices:
 - ensure activity is aligned to strategy and provides value for money and effectively increases profile or client relationships.
 - process business development expenses to ensure expenditure is consistent with agreed policies and plans.
- Manage the production of legal directory and awards submissions for Australia.
- Ensure that BD material is compliant with local legal requirements and is branded according to the brand guidelines, including liaising with the firm's design team (The Design Bar).

- Provide a nurturing, structured environment for the BD team.
- Coach and guide junior members, particularly Legal PAs, on general approaches to BD.
- Work with the Head of Business Development, Asia Pacific on regional projects as assigned.

Team Support

- Attend relevant Group and Sector meetings.
- Liaise with external providers.
- Other responsibilities as directed by the Head of Business Development, Asia Pacific



PERSON SPECIFICATION

Qualifications

- Degree educated or equivalent.
- Relevant marketing qualification.

Relevant Experience

- Ideally 5-8 years' management experience.
- Experience of undertaking a similar role in a partnership environment.
- Team management and mentoring skills.
- Strong knowledge of the Asia Pacific marketplace.
- Knowledge of the five sectors in which the firm markets itself is desirable.

Key Skills and Behaviours

- Positive attitude with a healthy degree of humility.
- Not afraid to challenge where there is a better-known outcome for the firm.
- Motivated and confident with good communication skills.
- Diplomatic, tactful and a good team player, who gains the respect of people at all levels.
- Excellent project and time management skills – with ability to juggle competing priorities.
- Highly organised.
- Resilient and understands high pressured environments.
- Commercially aware with a track record in growing existing and new business within a partnership environment.
- Shows judgement and common sense.
- Commits to action.
- Manages change and deals with uncertainty.
- Demonstrates professionalism, applies expertise and focuses strategically.
- Exhibits behaviours consistent with the firm's core values of ABC: Approachable, Bold and Connected.



Q&A

WITH DEBRA FILIPPIN

Head of BD, Asia Pacific

Pinsent Masons has won a swag of awards recently, including Lawyer magazine's Law Firm of the Year and FT Asia Pacific Innovative Lawyers Awards. Why is the firm enjoying such success right now?

The firm has what I can only describe as a raft of "best kept secrets". It's a firm made up of a diverse range of talented people who pride ourselves on achieving the best outcomes for clients but we're not boastful about that. We have been on a transformation journey for many years now, and really live and breathe the "professional services business with law at its core", which in my view has led to the success.

What can you tell us about the vision and strategy for the BD team in the Asia Pacific region?

I've always maintained that BD professionals are indispensable tools for nurturing client relationships. BD has a good grasp of the macroeconomic environment, knows the internal capability and has a solid understanding of the firm's clients, so the combination of these three things culminate in some very powerful strategies on how best to grow a relationship. Since I arrived I've been focused on

getting BD that seat at the table for all strategic discussions about a client and we've achieved some excellent results.

There's always more to be done though, and this role will be key in driving that focus.

What will success look like for this role?

The remit of this role is fairly broad, but at the core is client development. The role will take responsibility for managing a select number of strategic growth clients that we have been working closely with over the recent period, that have a lot of potential to grow. Connected to this, we are a sector led firm, so further expanding the services we provide in the energy and infrastructure sectors will be a key area of focus. Success is tied to building solid relationships with clients in these sectors.

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

I believe humility is the single most important attribute of a successful BD professional. Self-awareness is also critical. We're a really down to earth, cohesive team so things such as ego and negativity are not going to work.

HOW TO APPLY

Pinsent Masons 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 with a copy of your resume in Word format.

If you would like additional information please contact Graham Seldon on +614 33 152 888

