



WM WARREN AND MAHONEY

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Opportunity Prospectus

Group Clients and
Markets Director

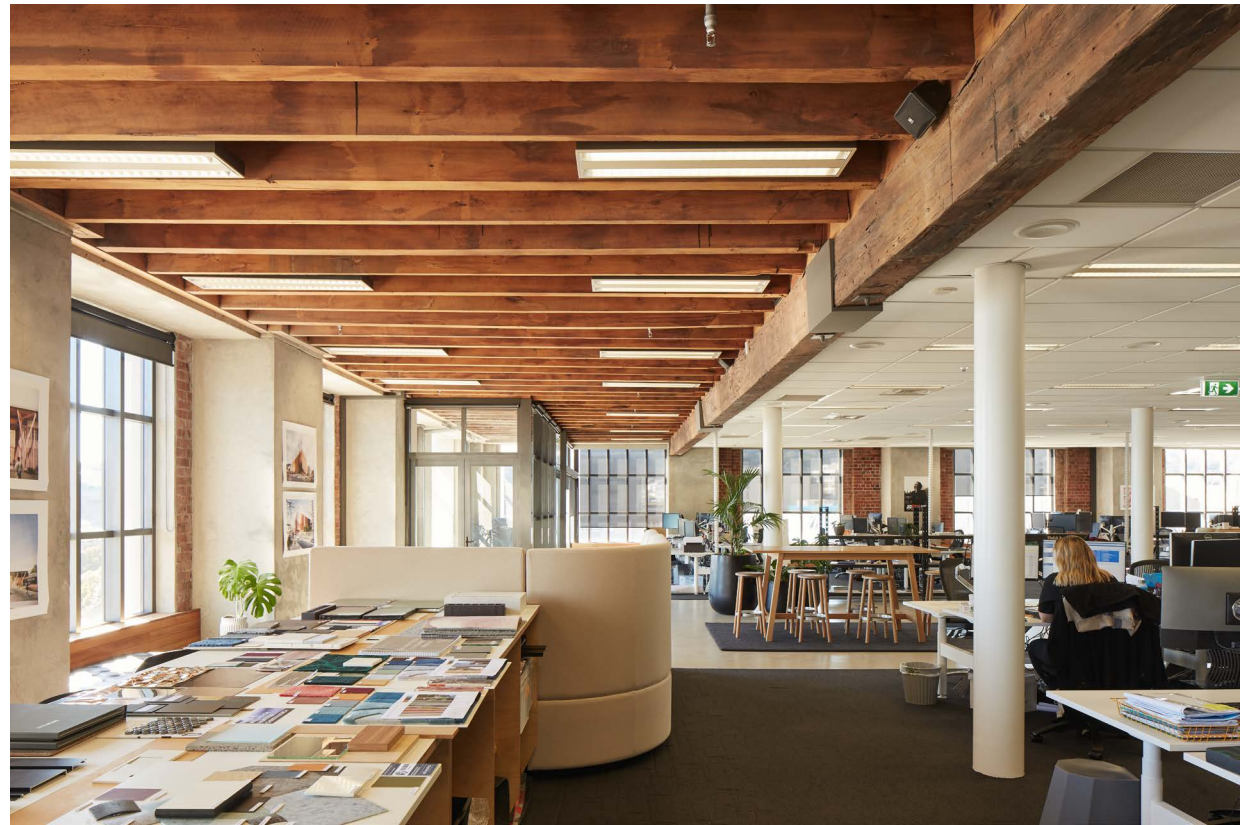
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About us

Warren and Mahoney is an international firm of designers and architects who create experiences that connect people and enhance belonging.

We are at the service of both clients, and of communities, and take this approach to deliver long-term sustainable outcomes. By rejecting preconceived styles, our work responds to context, giving powerful expression to people and place. As a multi-disciplinary practice, our services include architecture, interior and workplace design, with additional expertise in strategy and briefing, customer experience, indigenous design, urban design, masterplanning and sustainable design.

Our team is made up of leading talent from a broad range of sectors. We collaborate closely across our specialisms, which include mixed-use, commercial, education, sports and civic and community. This cross-sector expertise, and the deep knowledge we each contribute, allows us to deliver innovative, high-quality projects.



About the opportunity

Purpose

To create and lead delivery of Warren and Mahoney’s business development and marketing strategy.

To lead a team of BD and marketing specialists.

To work effectively across the Group and Principals and other senior leaders as a member of the Executive Leadership Team.

Position	Group Clients and Markets Director
Location	Auckland, Melbourne, or Sydney
Reports to	Managing Director



Key Accountabilities

This is achieved by doing the following:

Strategy	Team Management and Leadership Engagement	Business Development	Markets and Client Knowledge	Communications	Brand
<ul style="list-style-type: none"> Responsible for the development and execution of the practice's business development, brand and marketing strategy (once approved by the Boards of Warren and Mahoney) Responsible for client value proposition development and communication Supports the development of the overarching group strategy and its translation across studios and sectors 	<ul style="list-style-type: none"> Ensure that the Marketing team is engaged, appropriately resourced and supported and is high capable to ensure delivery of the practice's business development and marketing strategy Focus on the development of the team to ensure ongoing growth Engage with, provide advice to and report on key BD and marketing issues to the Board, GLT, Sector Leads and Principals Develop and monitor the Marketing budget 	<ul style="list-style-type: none"> Lead the Marketing team and engage directly in the "pitch" and "tender" activities including RFP submissions Support Sector Leads to develop sector strategies that drive business development, including networking, events, publications, client relationship management and submissions Work with Principals to facilitate initiatives for business development Facilitate the effective application of the "go/no go" tool and process to ensure alignment with group strategy Support and leadership of Project Acquisition Leads (PALs) and all staff involved in submissions Oversee the implementation and management of the CRM system to facilitate business growth Oversee market research: identifying and analysing data and working with Sector Leaders and Studio Principals to implement actions as a result to grow new business/sector opportunities Develop Business-to Business communication and business opportunity leads 	<ul style="list-style-type: none"> Gather and distribute knowledge to support business development and sector intelligence Understand our brand health within our client base Understand the competitive market and how we maintain a premium and differentiated positioning Understand the drivers of the market and make recommendations for how W+M can deliver value to clients and value to the business Lead the business to implement technology (CRM) and processes to support effective business development and client relationships Lead key thought leadership and primary research initiatives 	<ul style="list-style-type: none"> Manage the collection, writing, production, editing and distribution of content via key digital channels including Corporate Website, LinkedIn etc Develop initiatives for and regularly review collateral to ensure alignment with brand and communications strategy Lead strategic relationships with key stakeholders in the media, PR and other relevant industries Set the strategic direction on PR and communications activities Influencing behavioural change Manage communication strategy to ensure internal culture, vision and values matches perception of external market Effective communication of company strategy and activities 	<ul style="list-style-type: none"> Lead the implementation of the brand strategy Ensure business wide understanding of Warren and Mahoney's brand and values Manage brand and employment brand activities including events, PR, thought leadership, government relations, sponsorship, awards, website and social media activity Support client facing staff to deliver a high standard of client service that positively represents the Warren and Mahoney brand In collaboration with the Group People and Culture Officer, ensure that the company brand values are integrated into the people strategy and overall people and customer experience

NB: Additional performance objectives may be set, discussed and agreed with the individual, in line with the company strategic planning process. These objectives will reflect business priorities and will complement the position description's Key Responsibilities areas.

Person Specification

Being able to fulfil the Key Responsibilities in any position is achieved by having the necessary ability, skills, and experience.



Technical Knowledge and Skills

Essential

- Relevant tertiary qualification in Marketing and Communications
- Depth of knowledge of business development strategies and initiatives
- A high level of expertise in preparing and delivering written and verbal communications
- In depth knowledge of Business-to-Business communications, marketing and brand management
- A problem-solving attitude
- Strong presentation skills
- Strong project management, process and co-ordination skills

Desired

- Advanced level of skill with Indesign and Microsoft office suite

Experience

Essential

- 10+ years of business development, marketing and/or brand / comms management
- Experience in professional services organisation(s)
- Deep experience in submissions/ pitch environments, including developing winning strategies and client value propositions
- Experience managing external partners and agency relationships
- Developed and led company-wide BD and marketing initiatives
- Proven ability in developing business development, marketing and communications strategy

- Experience with setting and managing budgets

- Experience negotiating fees with external providers
- Experience with digital marketing innovations and social media networks

Desired

- An interest in architecture and design, in particular an understanding and appreciation of the principles of environmentally sustainable design





Q&A with John Coop MD

Why is this a good time to join Warren and Mahoney?

We are a team that is ambitious for our clients and our people. Warren and Mahoney's vision is to be the leading design practice in the Pacific Rim and we are on a pathway to achieving this. As the leading design and architecture practice in New Zealand, we are working on projects that will transform our cities, such as New Dunedin Hospital and the Christchurch Stadium. Recently completed city-making projects such as Commercial Bay and the Wynyard Quarter Innovation Precinct are also reference points. Over the past 12 months, we have invested heavily in talent in our Australian studios and we are now on the cusp of significant growth in the region, through our bases in Melbourne and Sydney.

Further, as a Group, we are excited about the opportunities to reflect the matters that are important to the communities that we serve and to us as a practice. We have set challenging sustainability goals for our practice and for our projects, with the goal of leading change in the construction industry. Our

advanced indigenous design unit focusses on engaging with, and working alongside, the traditional owners of the land to ensure our body of work respects and reflects the cultural foundations of the contexts we work in. Our objective is to achieve unique and powerful expressions of our identity. Through our digital technology team, we are also bringing new insights and ways of working to our clients.

We have many exciting projects, initiatives and opportunities to pursue across the Pacific Rim and our Clients and Markets team are key to achieving these.

What key attributes do you look for when hiring people for your team?

When we select new members to join the team, it is very important to us that there is an alignment between a candidate's personal values and Warren and Mahoney's values – clarity, respect, adventurousness, authenticity and togetherness. These are at the heart of our organisation and we endeavour to demonstrate these values every day in our interactions

internally and externally. We are ambitious for our practice and for our people so it is also important to us that a candidate is curious, has a learning mindset and is determined to succeed in whatever part of our business they work in. As we are a professional services practice, delivering an exceptional experience to our clients is also key. And, of course, we are looking for people who are passionate about design.

Why is this role integral to the broader business of Warren and Mahoney?

As a practice focussed on growth, this role is vital to Warren and Mahoney's future success. We have recognised the need for a strategic thinker, influencer and strong people-leader in this role to work with our leaders to keep pushing forward with our business development efforts in a structured yet entrepreneurial way. As the practice moves into new areas of business, we know we will benefit from this role's expertise on how to define our client value proposition to best effect. Further, while Warren and Mahoney has developed strong

relationships with its clients, we are always looking to add value and enhance those connections. So this role will help our leaders understand how to take our client service to the next level.

What does future career progression look like for a Customer & Markets professional at Warren and Mahoney?

We work hard at Warren and Mahoney to have an open culture where successful leaders can progress and be fulfilled. Assuming the successful candidate performs in the role in line with our values and plays a part in growing our business, then an invitation to invest in equity in the practice is likely. We see our executive team as key members of our leadership team, and the invitation to take up shareholding further demonstrates this.





How to apply

Warren and Mahoney 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
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katie@seldonrosser.com +61 424 944 997

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