



HFW

OPPORTUNITY PROSPECTUS

**MARKETING & BUSINESS
DEVELOPMENT EXECUTIVE
SINGAPORE**



HFW IS A SECTOR FOCUSED
GLOBAL LAW FIRM WITH
A FOCUS ON SHIPPING,
AEROSPACE, COMMODITIES,
CONSTRUCTION, ENERGY
AND INSURANCE.

We also have legal services that run across all sectors including disputes, corporate, finance, regulatory and workplace relations. We have over 600 lawyers working across 19 offices in Australia, Asia, Europe, Middle East and the Americas. We are dynamic, entrepreneurial and industry experts that think creatively and pragmatically to support our diverse range of domestic and international clients.

Our APAC business of almost 60 partners accounts for >30% global revenue and we continue on an exciting growth path to become a regional powerhouse.

We have reshaped our M&BD team to be regionally-focussed to build profile, drive new business and deliver client excellence across our six Asia Pacific offices (Melbourne, Sydney, Perth, Singapore, Hong Kong and Shanghai).



THE OPPORTUNITY TO JOIN THE TEAM

JOB TITLE

Marketing & Business
Development Executive

REPORTING TO

Head of Marketing & Business
Development (MBD) - Asia

LOCATION

Singapore

CONTRACT TYPE

Permanent

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 is a truly regional role. You will be a valuable member of a great team working across our Asia Pacific offices.

As an important 'connector', the role will require enthusiasm, a proactive attitude, and the ability to develop relationships with partners, fee earners, marketing and other colleagues internationally.

KEY RESPONSIBILITIES

Business Development

- Assist in the planning and execution of APAC industry group and service line business development plans, aligned to the HFW's strategic objectives and priorities
- Assist in the delivery of client plans to support the launch of our Asia Pacific key client programme
- 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
- Help produce a variety of marketing collateral
- Identify and execute brand profile raising opportunities
- ROI reporting and tracking
- Work on key award and directory submissions
- Work with the comms and campaigns team to deliver content through various channels to raise awareness and align content to opportunities. Encourage partner follow-up.
- Contribute to any regional and global marketing reports and management presentations as needed.

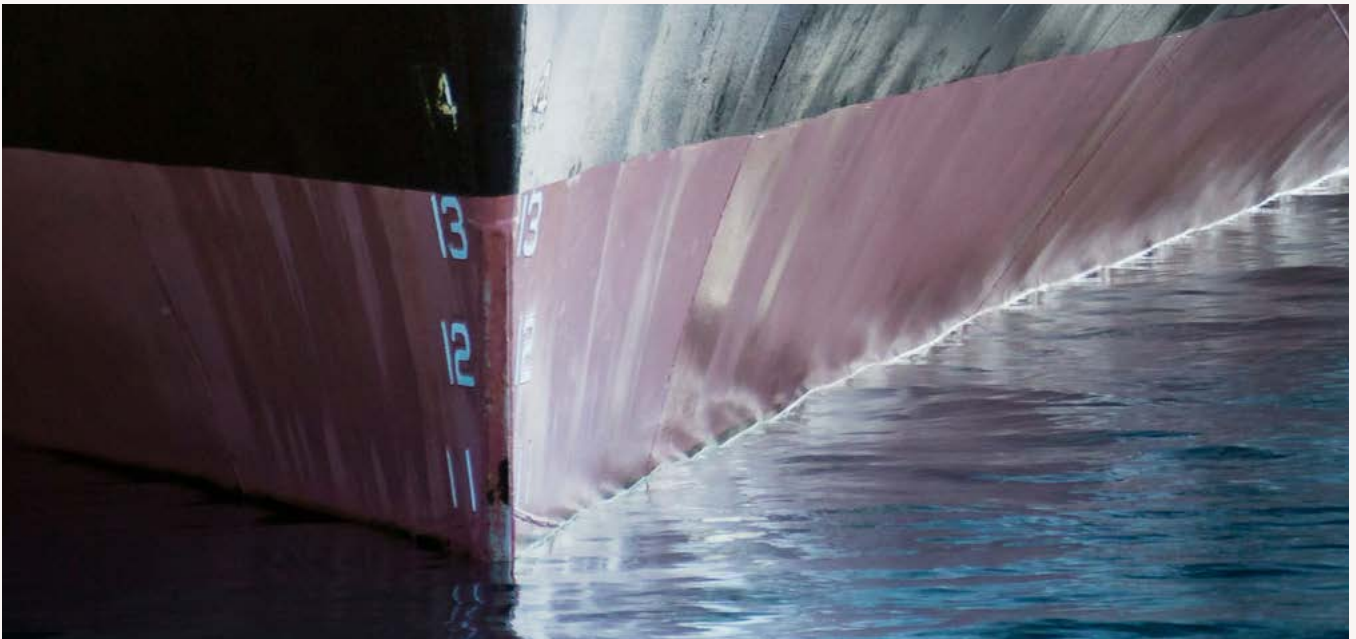
BD & Marketing Tools

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
- 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
- MS Office skills desirable
- 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 **ZHOË CLARK**
Head of Marketing & Business
Development - Asia Pacific

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

This newly created role is extremely important as we build a new APAC marketing & BD team. We need a strong "connector" who works across our teams and offices. For the right (proactive, energetic, smart, curious) personality, you will thrive in this environment and have a huge impact on how we operate and collaborate. As we 'break new ground' as an APAC M&BD team, your days will be rewarding and interesting, your ideas will be valued, you will be visible to the business and – as cheesy as it sounds – you will be making a difference.

Can you tell us a little about your career journey and why you enjoy working at HFW?

Apart from an early stint as a management consultant, I have worked in professional services marketing & BD roles for over 20 years... mostly in law. I started in Australia, then headed off to London, which led me to Singapore and now I am home again. I had the opportunity to work with wonderful teams in law firms of varying shapes, sizes and corporate cultures. Along the way, I also figured out what type of firm I want to work at.

I have actually joined HFW twice. Once in Singapore (before taking a break with family) and again in Australia. There are a few simple reasons why I came back - the value placed on our team's ideas to help shape the future, the friendly culture and supportive style of HFW's leadership team, the opportunity to build a talented APAC M&BD team and the work-life balance that we all need.

Can you describe the culture and working environment?

HFW has a pretty flat structure and a very open communication style. It's a really lovely culture. The firm has a big global footprint with 19 offices, but it feels small and close-knit. The teams are extremely clever, professional and hardworking but it feels less 'corporate'. Almost all meetings start with a good laugh. It really can make all the difference – especially when you've been on a few Zoom calls!

Like everyone else, the firm's leadership has also been tested – there is no "pandemic playbook". HFW has been 100% focussed on the mental and physical well-being of its staff, their families and its clients with strong communication and connectivity. Flexibility is given so

you can find your rhythm of office versus home working that best works for you and the business.

Why is this an exciting time to join the HFW team and firm?

We don't hold ourselves up as the biggest, most "sparkly" full-service law firm in the market. We play a different game - we have really impressive sector and expertise niches and a fantastic client base. We are going through an exciting transformation as a firm and have never been afraid to make bold moves. We've made some exceptional lateral hires across the region that have really got a lot of people's attention.

We are re-shaping our Marketing & BD team to a truly regional one with specialist roles that are better aligned to the business and client needs. Although regionally focussed, we remain small enough to stay connected, share ideas and help each other out. We also work closely with our marketing & BD teams in UK, Europe and the Middle East which allows us to collaborate on cross-office initiatives and be a part of a bigger picture.

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 your interest in this opportunity please email katie@seldonrosser.com or graham@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 or Graham Seldon on +61 433 152 888

www.hfw.com seldonrosser.com

