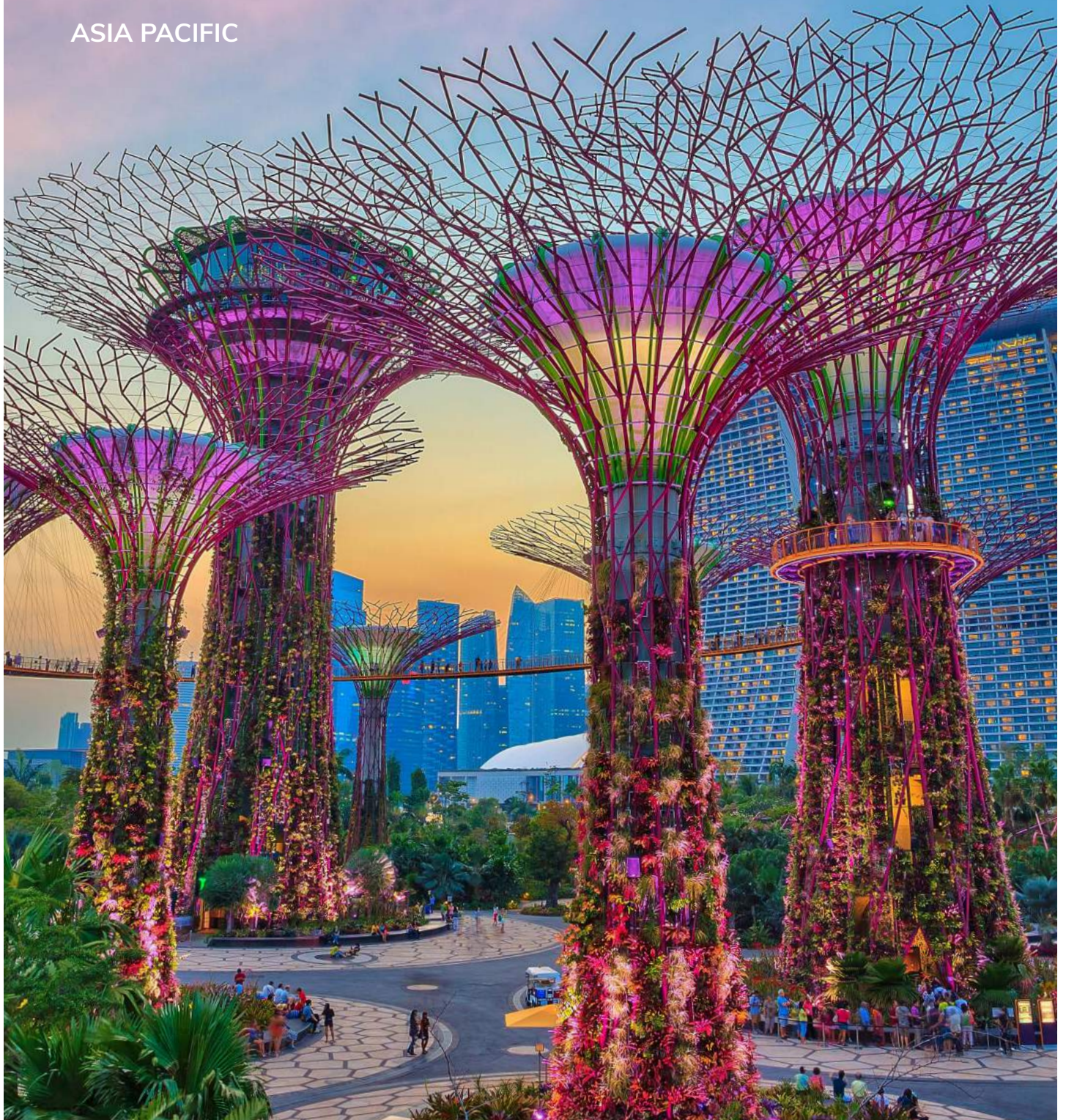




TWENTY  
ESSEX

# Head of Business Development

ASIA PACIFIC



SELDON  
ROSSER



## About Twenty Essex

Twenty Essex is a leading commercial set of chambers offering outstanding legal minds combined with a modern and commercial disputes experience.

Our clients include major global companies, institutions, governments and their advisors from around the world and our barristers advise and appear as advocates in court or arbitration in relation to a broad range of company and commercial, EU, competition, and public international law disputes.

Our barristers provide a full range of contentious and no-contentious advisory and dispute management services including the preparation and conduct of litigation and arbitration before a wide range of courts and tribunals, in the UK, in foreign jurisdictions as well as on the international stage.


The vast majority of the work is international in nature and we have well-established links to many overseas markets, including through our Asian hub in Singapore servicing clients throughout Asia Pacific and beyond.

The set is also home to a number of highly respected domestic and international arbitrators and mediators, some of whom were previously judges either in the UK or overseas.



The set has devoted a considerable investment in establishing an office in Singapore

The Legal 500 Asia Pacific



## About the role

As Head of Business Development, Asia Pacific you will work directly with members of chambers based in Singapore as well as members across the set in Asia Pacific and in the UK. The role will focus on a range of business winning activities including strategic BD, client development and brand profile raising initiatives. Working in collaboration with colleagues in London, you will provide high quality BD and marketing support to assist in the development of Chambers' practice in the Asia-Pacific region generally and the Singapore office specifically.

The role is part-time, and we are keen to support flexible working but there will be a requirement to be office-based two days a week for operational reasons, and some overseas travel will be required.

You will have line management responsibilities for the part-time Office Executive



Demonstrates an invaluable affinity for international law, and is now a leading force in the sector

Chambers UK Bar 2020

You will manage the BD & Marketing function for the Asia region and be responsible for:

#### **Client relationship Management**

- Lead generation in relation to practice matters for members of chambers, dealing with enquiries in tandem with the London-based Practice Management team
- Advise clients or potential clients on suitable barristers of their availability, expertise, and the fee rates applicable in tandem with the London-based Practice Management team
- Develop key client development strategies through external client meetings and client feedback
- Work on pitches in conjunction with counsel and colleagues in London
- Undertake direct feedback from clients and share with relevant colleagues
- Grow and develop strong relationships with local clients through appropriate processes including hospitality and the organisation of events

#### **International Strategy**

- Assist with the development of the international strategy for the set, as well as a marketing plan for Asia-Pacific and Singapore
- Assist with the compilation of the annual marketing budget for international BD and marketing activities, monitoring/managing spend against budget and reviewing for return on investment
- Ensure the Asia-Pacific region is represented as required in discussions about key clients and practice groups and ensure actions identified are successfully delivered

#### **Practice Development**

- Lead on the business plans for individual members based in Singapore and feed into those of London-based counsel with international practices
- Provide BD skills training internally to counsel and colleagues

#### **Marketing**

- Organise trips and client meetings for counsel when visiting the region
- Attend local events with the purpose of raising the profile and visibility of Chambers
- Contribute to marketing materials for the Asia Pacific region as well as more broadly
- Contribute to directory and award submissions working with colleagues in the London marketing team
- Liaise with legal press in relation to PR opportunities



### **Knowledge Management**

- Research client/market competitors' intelligence and use the information to inform members and BD team colleagues
- Identify and attend relevant seminars and conferences relevant to the development of the Asia Pacific practice. Attend industry events internationally, as directed and agreed

### **Management and administration**

- Close liaison with the Head of Finance & Facilities and Head of IT in London in respect of issues concerning the office premises and facilities
- Management of the part-time Office Executive based in Maxwell Chambers; liaison with HR Manager as required
- Ad hoc administrative duties relating to operational support in Maxwell Chambers in the absence of the Office Executive.

## KEY COMPETENCIES

### Teamwork

- Actively seeks to develop positive working relationships and works in cooperative partnership with colleagues
- Accessible to colleagues and assists in solving problems for colleagues
- Easily gains support and trust of colleagues
- Ability to manage team members in a positive manner to engender good working relationships and derive the best output

### Client Service

- Demonstrates reliability in meeting agreed deadlines
- Delivers work to the required standard
- Incurs no unnecessary costs and identifies the most cost effective solutions, exhibits analytical skills to assess data and information
- Consistently delivers quality service and responds to client needs
- Highly responsive to internal and external clients and returns calls and emails promptly
- Builds rapport, trust and credibility with clients and colleagues
- Represents Chambers positively and professionally in all situations
- Asks questions to gain greater understanding of client's issues and concerns

### Collaboration

- Highly self-motivated and diligent; able to work with minimal guidance and supervision
- Plans and manages work to balance multiple demands and competing priorities
- Accurately and methodically maintains files and records, reviews own work for completeness and accuracy
- Demonstrates capacity to work effectively and contribute in meetings
- Actively collaborates with colleagues, listens attentively and with open mind

### Learning

- Demonstrates a committed and proactive approach to learning
- Participates in training and applies learning on the job
- Regularly reviews own performance and seeks feedback on progress from internal clients and colleagues
- Demonstrates adaptability when dealing with problems
- Shares information, exchanges ideas and keeps others up to date
- Participates in and responds well to workplace changes and processes





## Q&A WITH ANTHONY CAROLL

### **Why is this a good time to join Twenty Essex in Singapore?**

We have been established in Singapore since 2010, following an invitation by the Ministry of Law and we have been investing in building international relationships ever since. Singapore is increasingly becoming the APAC hub for arbitration and dispute resolution and we have clients from many countries including PRC, Australia, Malaysia, Korea and Japan. We offer a full range of contentious and non-contentious advisory and dispute management services to domestic and international law firms, private companies, governments and State-owned enterprises, as well as multinational companies doing business with counterparts in the Asia Pacific. Our Singapore chambers is critical for our clients and a major part of why we are regarded as a leading set internationally.

### **How integral is this role to the strategy of the chambers?**

This is a crucial role for our clients and our barristers. The Head of BD will assist with the development of the international strategy for the set, as well as a marketing plan for Asia-Pacific and Singapore. It is a very client facing role advising clients, or potential clients, on suitable barristers of their availability, expertise, and fee rates. We want this person to be networking regularly and develop key client development strategies through external client meetings and client feedback. There is also a practice development side to the job, working with individual barristers in Singapore and London to develop their business plans for an international practice.

### **What attributes will work well in the role?**

This is a senior and responsible role and requires a balance of strategic and operational skills. It is perfect for a self-starter, someone who is highly motivated and very well organised. We are looking for someone who enjoys being out and about in the market, being an ambassador for our set and bringing opportunities to our barristers. They also need to have experience in marketing and client development, bringing new ideas of how we can capitalise on our great brand in the APAC region. We don't need someone who has worked in a Barristers Chambers before – as we can show them the ropes – but a knowledge of the legal market in APAC and best-practice BD & Marketing knowledge would be great. Above all they need to be hands-on and enjoy being part of a busy and dynamic team.



## How to apply

Twenty Essex has recognised the strategic importance of this role 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) or [katie@seldonrosser.com](mailto:katie@seldonrosser.com) or with a copy of your resume in Word format. If you would like additional information please contact Graham Seldon on +61 433 152 888.

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