



Head of BD & Marketing

About Taylor Fry

Taylor Fry is a leading provider of actuarial, analytics, statistical, and related strategic and economic advice to government and industry across Australia and New Zealand.

We advise more than 20 government departments, as well as several ASX 50 organisations. In 2015, Qantas liked our approaches in analytics so much, it bought a 51 per cent stake in our business.

Our knowledge and experience providing advisory services encompasses actuarial advice, statistical modelling, financial modelling, forecasting, costing, risk management, strategic advice, feasibility studies, program evaluation, pricing, data analytics and forensic analysis.

We provide our advisory services to the public and private sectors spanning insurance, accident compensation, health, welfare, education, justice, disability, environment and conservation, telecommunications, and loyalty programs.



About our culture

Our company was established so staff would be recognised for their individual value and rewarded for collaboration. We nurture our employees' interests and support their growth and development.

We're known for doing great work, and for doing work that breaks new ground.

Our people particularly love immersing themselves in the technical detail. We take an active interest in our people and their careers, promoting work practices that support wellbeing, mental wellness and work/life balance. We offer a range of benefits, too, such as flexible work hours, life and income protection insurance, 12 weeks paid parental leave, and bonuses based on profit share. We also have lots of social activities, such as netball if you're sporty, or a lunchtime crossword if you're up for a puzzle.

Background to the team

Our Business Development & Marketing team supports the company on a wide range of business development, marketing and client relationship management activities. The team delivers advice, guidance, education and content to support all business development opportunities.

The work ranges from project managing government tender responses and publications to producing webinar events, designing and editing presentations, writing website and social media content, and liaising with stakeholders. At the core of all these communications is our clear and consistent style – a feature of the Taylor Fry brand.

It has been an exciting year for Taylor Fry, with lots of growth across our consulting teams. The Business Development and Marketing team has played a key role in this expansion and is now in need of Manager to lead the next generation of business development and client support initiatives in a collaborative, creative team.

For more information about us visit our website taylorfry.com.au

About the opportunity

Head of BD & Marketing

On offer is a truly diverse role. We're seeking to recruit a leader for the team, and leader in the business. You will enable the consulting business to achieve strategic growth goals through:

- Partnering with our client-facing teams to identify and support new client, business development and brand raising opportunities
- Collaborating with our Principals and Directors, and coaching where required to produce high-quality content, such as brand and capability aligned tenders and pitches
- Partnering with our client-facing teams building on our consultants' communication and presentation skills
- Identifying relevant government procurement panels, monitoring and proposing open tender opportunities and maintaining awareness of procurement trends
- Fostering an open and collaborative environment so business development best practice is shared across teams
- Ownership over Taylor Fry brand look and feel, and brand voice
- Ensuring compliance with procurement requirements, and engaging the business to develop practices to comply
- Supporting brand aligned internal communication and materials
- Leading a team of three who provide professional support and advice with business development, marketing and communications. Your team:
 - Supports the delivery of technical bids and tenders for business growth and renewal
 - Assists with the creation of a full range of external and internal marketing collateral, including brochures and publications
 - Maintains and updates content to the Taylor Fry website and social media channels
 - Drafting, reviewing and editing content for industry-facing publications
 - Manages and maintains CV and case-study libraries for tenders and our website
 - Monitors, researches and replenishes marketing collateral and promotional items
 - Provides support to others in the business development team as required.



About you

You're smart, motivated and welcome the chance to delve into technical content to find meaning, message and story.

Ideally, you'll have a background leading in a business development function in a professional services firm.

You'll have:

- Strategic vision for the business development function
- Ability to lead projects and outcomes to completion in tight timeframes and the ability to keep cool under pressure
- Desire and capability to engage in technical content
- A proactive approach, as well as confidence taking initiative when tackling anything new or challenging status quo
- Strong people leadership, with the ability to engage and support both direct and indirect teams
- Strong communication skills, with the ability to build effective working relationships across the company and with clients
- Excellent written communication skills, including a passion for organising information in logical and engaging ways
- A sharp eye for detail, particularly in proofing and editing copy.
- In addition, the following skills would be helpful to bring to the role, but are not a must:
 - An interest in, and appreciation of, visual design
 - Previous experience communicating technical content to lay audiences
 - Previous experience working with government (especially responding to government requests for proposals).



Q&A with
**Peter
Mulquiney**



What can you tell us about Taylor Fry?

We exist because we find purpose in solving complex problems for our clients, and our people are incredibly passionate about the projects we work on. Our vision and future business strategy entail continued commitment to solving real-world problems that help make a tangible difference, not only for our clients but often for the broader community as well. For example, our social sector work focusing on people experiencing disadvantage has helped inform government policy in Australia and New Zealand. These types of projects provide us with great challenge and satisfaction. With every new opportunity that comes our way, we consider – is this right for our purpose, people, culture and clients? We owe our success (doubling in size in the past three years) to this consistent, meaningful approach. Future growth will be organic, fuelled by our goal to provide value to our clients and vibrancy to our business. We are currently a pretty even split between the actuarial and data/analytics work, although the latter has the most growth potential. We believe we differentiate ourselves through our track record as trusted independent advisers, through our technical rigour and thought leadership, and through the long, collaborative relationships we build with our clients and our own people.

Why is this an exciting time for this Head of BD & Marketing to join Taylor Fry?

Everyone at Taylor Fry values the BD & Marketing function very highly and enjoys the person in this role being a real voice in the business – providing advice, constructive challenge and having an impact. We are really excited about what the next person will bring to this role and our business. While some things are already in place, particularly in light of our growth, there is still a need to build infrastructure, strategy, plans and process. Our Principals and Directors range from mathematicians, statisticians and actuaries to analysts and data scientists. These are highly intellectual and technical people at the top of their fields of expertise, but there is plenty we don't know when it comes to BD & Marketing. We look forward to this person bringing their own expertise to their position, with no real limitation to what they can create for the business. The right person will have the opportunity to really make the role their own.

What can you tell us about the culture at Taylor Fry?

This is quite an extraordinary business and we are confident our culture is a big part of why people choose to join us and then stay. Our people are all incredibly respectful of one another – each individual is valued. We tell people to ‘bring your quirks to work’ and we embrace everyone into the team.



Our size means we can be agile and nimble. This means when it comes to new BD & Marketing initiatives, the person in this role can expect to move quickly from internal approval to making it happen. It’s fair to say our current infrastructure needs to catch up with our growth across all business services – and we are committed to continued investment and the importance of achieving this by ensuring the right supports are in place.

From my experience working in large global firms, I know the level of collaboration, cooperation and genuine regard for one another is a huge differentiator for our culture. Other stand-out features include our flexible working environment and the option to participate as share owners, which many of our employees choose to do. We also work on a shared profit pool, rather than bonus model, which helps breed shared goals and true collaboration.



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How to apply

Taylor Fry 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

taylorfry.com.au seldonrosser.com