



# BUSINESS DEVELOPMENT MANAGER

SYDNEY

## ABOUT URBIS

Urbis has one simple goal – to shape cities and communities of Australia for a better future. The purpose, which was first articulated in 2016 encapsulates the vision of the business and its people. The company has enjoyed solid revenue and client growth in the intervening years, growing to more than 600 cityshapers across from 8 offices across Australia and Asia via its international business Cistri. We are big-small company or a small-big company which is testament to our growing reputation.

The shape of cities and the way communities live have been touched by Urbis in some way. Through a unique combination of urban planning, design, evidence-backed insights, we envision, design, develop and improve the places and cities in which we live, work and play.

We have enjoyed much success but do not want to sit on our laurels. Strengthening our market orientation and maximising our market impact is key to the next stage of our growth.

#cityshaper #oneyearbolder

THE TEAM IS FOCUSED ON ONE THING: MAXIMISE THE MARKET IMPACT OF URBIS AND THE WORK WINNING POTENTIAL OF ITS PEOPLE.



What I have enjoyed most about working with the Urbis BD team is learning from partners who encourage me to think differently on company strategy development, thought leadership, collaborating with world class peers and seeing all of this through to strategy execution. Being part of this ongoing change in how we understand, communicate and advocate for a better future in our cities gives us all a clear purpose and a compelling story to tell.



Mark Dawson  
Director

## ABOUT THE BRAND CLIENTS TEAM

The Brand & Clients team is a small, collaborative, and energetic national team based in Sydney, Melbourne and Brisbane – yet with a national and international reach. The team is focussed on one thing: maximise the market impact of Urbis and the work winning potential of its people through a laser-like focus on our clients and the markets they operate in. The team bangs the drum for Urbis and creates the stage for its people to shine.

Despite its size, the team punches above its weight which is reflected in the quality of its stakeholder relationships, and the diversity and range of its campaigns and projects. Outcomes orientated, energetic, always hungry to do more and be better – the team is on the cusp of its next stage of evolution. This will include deepening its business development capability, creating compelling ideas-rich campaigns to support pre-positioning, and elevate client conversations and engagements.

## WHAT WE WILL OFFER YOU

You will join a nimble, highly collaborative, passionate, and non-hierarchical team dotted around the country. We have big aspirations and a thirst for constant improvement. We have been a house of generalists for some time, but we're on the cusp of deepening our expertise in particular areas in response to changing business needs. This is a fantastic time to join a team that is on the cusp of its next stage of growth.

You will be based in our new CBD office – with a contemporary fit out and exceptional amenity designed to promote moments of creativity and collaboration with our clients and peers - whilst enjoying our culture of flexible and agile working.

Best of all, you will join a company that is renowned for its culture of inclusivity, entrepreneurship and a genuine passion to shape our cities and communities for a better future.

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## ABOUT THE ROLE

The Business Development Manager is focussed on facilitating a stronger market orientation and culture through client and market insight, work winning strategies, and identifying and driving priority areas of growth. The Business Development Manager acts as a senior partner and adviser to Directors and Associate Directors to devise and deliver strategies in select 'must win or grow' areas, and develop priority clients and industries with a strong 'One Urbis' overlay. The Business Development Manager also acts as the 'point person' for select BUs, regions and markets; bringing in relevant specialist marketing communications and creative expertise from the Brand & Clients team as required. The position works in close collaboration with the Brand & Clients team at large, to foster a unified and client-centric approach to business partnering.

### KEY INTERNAL RELATIONSHIPS

- Group Brand and Clients Director
- Brand and Clients team
- Regional Directors
- Directors and Associate Directors
- Other Urbis Business Units
- Commercial Managers

### KEY RESPONSIBILITIES

The role is responsible for:

- Providing commercial advice on the development and execution of client and market strategy (BU, regions and market leaders) to support the achievement of revenue and BD objectives. Coach, challenge and inspire.
- Facilitate and support collaborative work winning, client engagement behaviours and best practice amongst Directors and Associate Directors.
- Develop and lead strategic initiatives to meet client and market strategy goals (including strategically important pursuits), evaluating progress on implementation
- Champion the clients' voice and a client / value centric culture to ensure alignment to client needs. This includes managing and conduct regular client feedback sessions.
- Promote a pipeline and value mindset, leveraging positive pricing strategies, relevant reports and insights in partnership with Commercial Managers.
- Coach and partner relevant Directors and Associate Directors to deliver the business development objectives.
- Identify and lead on opportunities to increase BD and client impact across Urbis
- Facilitate connectivity, collaboration and involvement of business units in relevant client and market initiatives.
- Develop and maintain effective relationships with key internal and external stakeholders
- In conjunction with Marketing Communications, develop and implement marketing and profile raising initiatives that support the strategy, including content and thought leadership that link to clear BD/revenue outcomes
- Track, qualify and advise on strategic tenders /proposals including value proposition development, identification and leverage of aligned capabilities and partners.
- Promote, contribute to and support the adoption of BD enablement tools including Tender Toolkit, CRM, B&C SharePoint, Worksharp Intelligence and other related tools.
- Complying with all WHS Policies and procedures, reporting any identified hazards and incidents.
- Other duties as required.

### KEY EXTERNAL RELATIONSHIPS

- Industry Bodies and trade associations (e.g. PCA, Grattan Institute, CEDA, Western Sydney Busines Chamber, UDIA, PIA, ULI, Committee for Sydney)
- Clients in priority markets
- BD counterparts amongst referrers



The BDM role is vital to achieve our business unit goals. Our sustainable long term growth relies on us targeting new clients and markets. Having a BDM over the last 18 months has shone a light on the huge benefits of an external partner assisting us be more focused and strategic in our business development efforts. I see this role, as an integral part of the leadership group in our team to help guide and drive strategic business initiatives to achieve continued success into the future.



Stephen White  
**Director- Urban Planning**

## ABOUT YOU

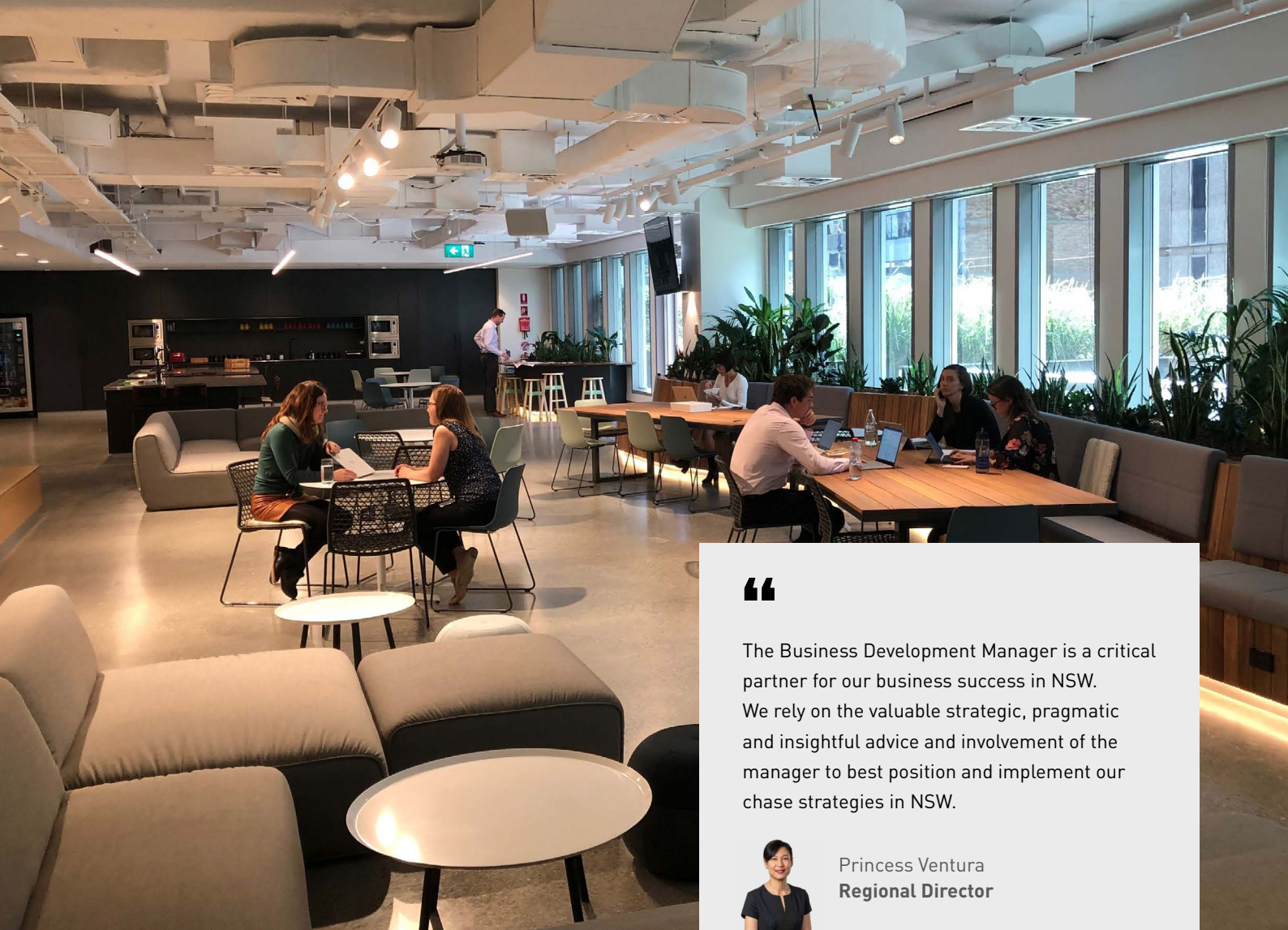
### CORE COMPETENCIES

Performance is assessed against our competency framework through our Employee Review Program. Competencies specific to this role include:

- Strong people leadership skills; contribute to a high performing team culture.
- Confidently communicates and engages senior stakeholders to influence an outcome.
- Drive, develop and deliver BD and marketing communications strategies to drive business growth, market profile, new markets/products.
- Prioritises and manages competing demands of multiple assignments and/or projects within agreed timeframe.
- Pro-activity, initiative and the ability to exercise judgment regarding stakeholder engagement and how to build interest or buy-in and influence cultural change.
- Adept at identifying contemporary methods to surface and report client insights and trends.

### QUALIFICATIONS & EXPERIENCE

- Minimum of a Bachelors' Degree qualified in Commerce, Business or equivalent
- Strong BD experience (min 10 years') with a preference for PSF or B2B setting.
- Strong appreciation of BD and marketing communication principles and trends, including practical application in a PSF setting.
- Demonstrated leadership experience for both coaching teams and managing major projects and initiatives
- Commercial awareness and an innovative mind-set for developing and evolving ways of working
- Strategic thinker with a strong focus on execution
- Ability to build positive and collaborative working relationships with the Brand and Marketing team, product teams and other functions
- Expertise, experience and track record in practice development and key account management, or the ability to quickly develop these skills.



The Business Development Manager is a critical partner for our business success in NSW. We rely on the valuable strategic, pragmatic and insightful advice and involvement of the manager to best position and implement our chase strategies in NSW.



Princess Ventura  
**Regional Director**

## HOW TO APPLY

Urbis 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](mailto: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