



GROUP DIRECTOR MARKETS AND STRATEGY

SYDNEY, MELBOURNE OR BRISBANE

ABOUT URBIS

Urbis has one simple goal – to shape cities and communities of for a better future. This purpose encapsulates the vision and strategy of the business and its people.

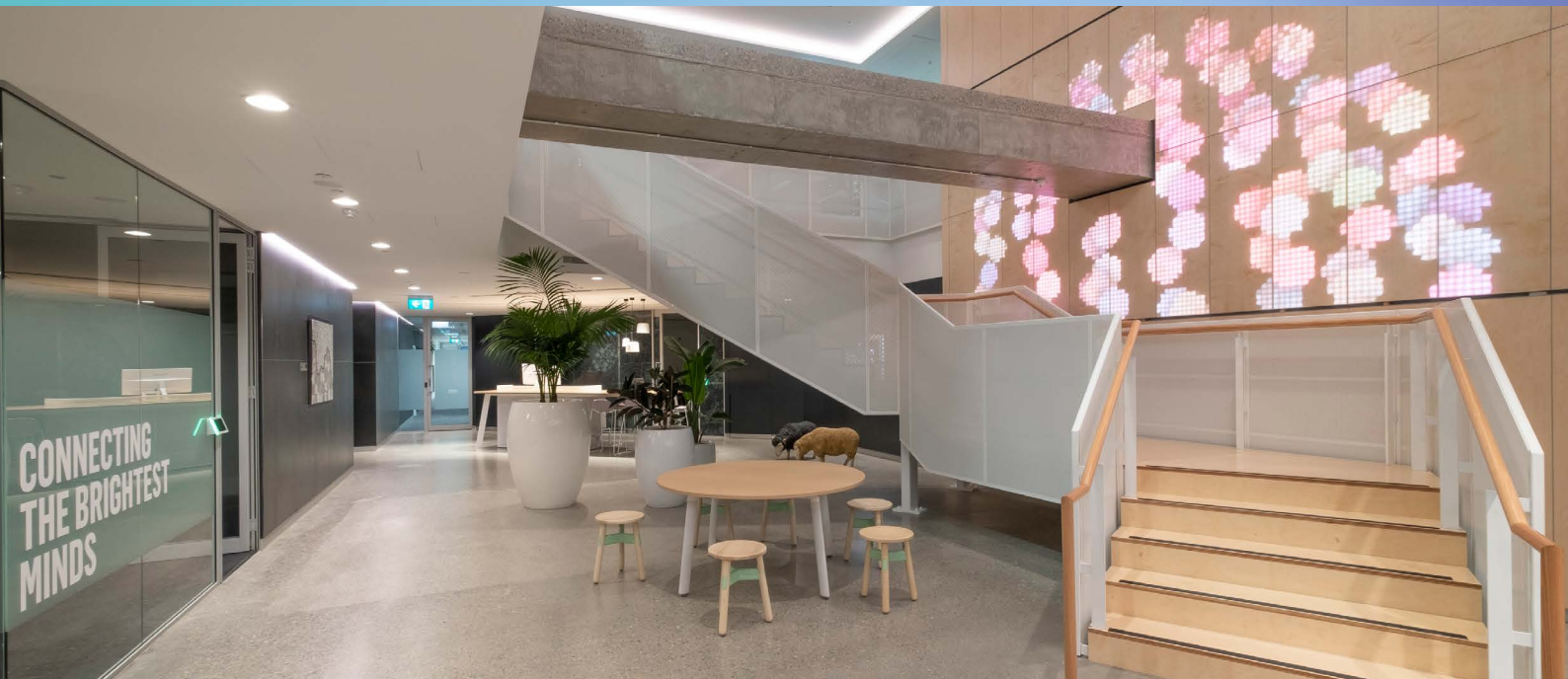
The company continues to enjoy solid revenue and client growth with more than 600 cityshapers across 8 offices in Australia and Asia via its international brand Cistri.

Through a unique combination of urban planning, design, heritage, transactions, economics, research and valuations, we use evidence-backed insights to envision, design, develop and improve the places and cities in which we live, work and play.

Uniting this multi-disciplinary structure is a culture of collaboration, entrepreneurialism and common purpose.

Despite enjoying much success, we do not want to sit on our laurels. Strengthening our market orientation and strategic business development to maximise our market impact is key to the next stage of our growth and business evolution. In line with this, we have created this senior leadership role to help deliver profitable growth and influence business transformation through greater client and market orientation, enhanced business development capability and delivery of strategically aligned growth initiatives.

THE GROUP DIRECTOR MARKETS AND STRATEGY
WILL FACILITATE A TRANSFORMATION IN THE CLIENT
FOCUS OF OUR STAFF THROUGH THE CREATION OF A
BEST PRACTICE BUSINESS DEVELOPMENT PROGRAM



ABOUT THE ROLE

The Group Director, Markets and Strategy is a senior leader and member of the Executive Leadership Team working directly with the CEO and other senior leaders to deliver profitable growth and influence business transformation through greater client and market orientation and delivery of strategically aligned growth initiatives.

The role supports Urbis' strategic objectives through facilitating meaningful and measurable business plans as well as leading discrete strategic initiatives that link directly to creating value through new revenue opportunities or operational improvement. The Group Director, Markets and Strategy will also facilitate a transformation in the client focus of our staff through the creation of a best-practice business development program that is centred on strategic client and/or market growth targets, commercial success, client leadership and subsequent behavioural and cultural shifts.

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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

KEY INTERNAL RELATIONSHIPS

- CEO
- Managing Partner
- Brand & Clients Team
- Group Directors (People & Culture, Finance & Operations, Information & Digital) and their respective teams
- Group Directors (Business Units)
- Regional Directors
- Shareholders and Directors

KEY RESPONSIBILITIES

Responsibilities include but are not limited to:

Strategy

- Supports the development of execution of the overarching company strategy and its translation into business units, regions, clients and sectors
- Leads a robust annual business planning framework that assists the transformation of business units aligned to company objectives through appropriate support, structure and challenge
- Assist the identification, execution and growth of higher value advisory service offerings within Urbis to leverage expertise and brand
- Collaborates with the CFO and other executives to target and assess new business opportunities including M&A
- Supports the CEO and provides leadership to an in-house strategy and change capability that leads the execution and tracking of company strategy and supports practice leads in their strategic capability development.

KEY EXTERNAL RELATIONSHIPS

- Strategy, business development and pricing professionals
- Corporate advisors
- Brand and communication advisors
- Industry Bodies
- Peer equivalents in other organisations

Business Development (BD)

- Leads the development of strategic BD capability within Urbis commencing with development of a structured BD framework and capability within the Brands & Clients team and Directors
- Provides leadership around the Executive Group table and with the Board, Shareholders and other Directors on clients, markets, competitor movements, new service opportunities and targeted business development
- Champions the client voice within Urbis through a Client Listening program and other internal and external data points
- Tracks and reports progress aligned to BD strategy, behaviours and growth
- Contribute to high profile pitches and tenders providing pitch coaching where required.

Leadership of Brands & Client Team

- Nurtures an engaged and innovative leadership of marketing communications and creative services teams.
- Provides strong people and team leadership, demonstrated by the ability to coach, develop and support team members, including providing timely and constructive feedback to support performance and inspires the best in others.

ABOUT YOU

CORE COMPETENCIES

Performance is assessed against our competency framework through our Director Review Program.

Competencies specific to this role include:

- Ability to approach business challenges with insight, agility and acumen enabling the company to be at the forefront of business opportunities
- Demonstrates innovative thinking, ideas and approaches, which generate improved client service, revenue opportunities and enhanced business outcomes and performance
- Uses effective and consistent cross company communication to encourage collaboration
- Visibly nurtures an inclusive team culture, inviting contribution and celebrating success
- Is resilient, composed and professional and focused at all times
- Utilises knowledge of emerging market issues and industry trends to inform ideas and solutions
- Inspirational leadership, with an ability to develop and drive others to high performance, and a preparedness and ability to manage under performance
- Ability to leverage evidence and insight to develop new Business Development ideas, and provide healthy challenge to Urbis staff on new opportunities
- Demonstrates commercial discipline and consistency through compliance with company policy and process
- Treats people with respect and accepts diversity of views, gender, culture and approach
- Upholds and represents the company's values, making a positive contribution to the company culture.

QUALIFICATIONS & EXPERIENCE

- Experience at the c-suite level in a BD or strategy role
- A minimum of 10 years' experience in senior BD roles, ideally with strategy and transformation responsibility as part of these roles (or gained in a standalone business strategic role)
- Visionary leader who demonstrates passion and rigor for best practice solutions
- Deep knowledge of strategic BD, business principles and budget management
- Relevant tertiary qualifications in Commerce/ Marketing, ideally with a Business Management (MBA) or Finance Postgraduate.
- Strong stakeholder management experience at an executive level
- Outstanding written and verbal communication and interpersonal skills
- Proven track record of strategic planning, change management and execution
- Experience in private sector consulting or Professional Services would be highly regarded.

Q&A



WITH BEN POLLACK
Chief Executive Officer

01. Why is this an exciting time to join Urbis?

Urbis is always an exciting place to be but there a number of factors that are unique to where we are today.

We have all experienced the disruption of 2020 and acceleration of changes to our client, competitor and talent landscapes. Urbis is not immune to these impacts but has used Covid to reset and refocus, and is emerging from this period as a better, stronger and more aligned business. The strength of our talent, client network, collaborative culture and reputation provide a solid foundation for this next stage of growth. Coupled with our history of entrepreneurialism and continuous improvement we have bold plans for the years ahead.

Underpinning this next phase of growth is the evolution of our client and market orientation to ensure we optimise the value potential of every relationship and project, leveraging our unique 'One Urbis' capabilities.

We are also in the business of urbanisation, our core trade is the future of our cities and communities. This is a common passion that unites everyone at Urbis. As one of the most urbanised societies in the world, Australia, along with our key markets in Asia and the Middle East, remain active and in need of quality, evidence based advice. The advent of a global pandemic has only created more uncertainty and demand from our public and private sector clients.

02. How integral is this role to the broader business of Urbis?

Essential! The role is a key member of the Urbis leadership team reporting directly to the CEO. Working with other leaders the Group Director Markets and Strategy will spearhead the growth and expansion of our business development capabilities and strategic growth.

They will be a strong voice for our strategy, clients and market orientation amongst our Executive Group, Board and Shareholders.

The successful candidate will bring fresh and practical insight to the leadership of our business planning, client growth and brand management. They will lead a team that constructively supports, challenges and develops our capacity to be our best and deliver the best possible client outcomes.

Our rapid growth and long tenure means we thrive on the potential new skills and expertise can bring to our leadership and the way we think about the future.

03. How would you describe the culture at Urbis?

Urbis is a business with a 50 year pedigree that feels as energetic and aspirational as a business in its formative years.

The culture at Urbis is prized. Optimistic, democratic, non-hierarchical, inclusive, informal, high care and high performance. Ideas are encouraged and heard. Ownership and accountability are a must. Everyone mucks in. Bureaucracy, process for process sake, pessimism, risk aversion has no place!

04. What are the key attributes you look for when appointing people to your leadership team?

Our business thrives on continuous improvement and new challenges. We embrace intelligent and energetic leadership that brings a pragmatic and evidence based approach. We look for leaders that see the potential for Urbis and have the ability to nurture and influence our people to share this vision and passion.

You could say Urbis is a diamond in the rough with enormous potential - our leaders need to see this potential and be relentless in our ability to achieve it.

Leaders at Urbis are prepared to challenge, be accountable for their commitments and role model the attributes to which we aspire. This is not a place for wall flowers!



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The introduction of BD professionals has been a critical enabler for our business success in NSW. We rely on the valuable strategic, pragmatic and insightful advice and involvement of the BD team 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 or katie@seldonrosser.com with a copy of your resume in Word format. If you would like additional information please contact Graham Seldon on +61 433 152 888 or Katie Rosser on +61 424 944 997

