

Opportunity Prospectus

Oceania Brand Marketing Leader



About EY

At EY, our purpose is Building a better working world. The insights and quality services we provide help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

In a world that's changing faster than ever, our purpose acts as our 'North Star' guiding our more than 300,000 people – providing the context and meaning for the work we do every day. We help digital pioneers fight data piracy; guide governments through cash-flow crises; unlock new medical treatments with data analytics; and pursue high quality audits to build trust in financial markets and business. In other words, working with entrepreneurs, companies, and entire countries to solve their most pressing challenges.

Through our four integrated service lines – Assurance, Consulting, Strategy and Transactions, and Tax – and our deep sector knowledge, we help our clients to capitalize on new opportunities and assess and manage risk to deliver responsible growth. Our high-performing, multidisciplinary teams help them fulfill regulatory requirements, keep investors informed and meet stakeholder needs.

We believe a better working world is one where economic growth is sustainable and inclusive. We work continuously to improve the quality of all our services, investing in our people and innovation. And we're proud to work with others – from our clients to wider stakeholders – to use our knowledge, skills and experience to help fulfill our purpose and create positive change.

Our People

Our purpose – Building a better working world – is the foundation of our culture.

At EY, we empower our people with the right mindsets and skills to navigate what's next, become the transformative leaders the world needs, pursue careers as unique as they are, and build their own exceptional EY experiences.

Our more than 300,000 people and one million alumni form a powerful network. Each of those people leads and inspires others during their time at EY and beyond and brings our purpose to life in the work they do every day. The ability to invite, leverage and learn from different perspectives is key to delivering for our clients. We believe diversity and inclusiveness means growth. See our recent awards from respected organizations who have recognized our efforts.

We are investing more time, technology and money than ever before in skills and learning for our people. This includes the launch of the new, first of its kind EY Tech MBA, in collaboration with Hult International Business School. It builds on the success of our EY Badges program, which helps our people develop future-focused skills in areas such as technology, sustainability and leadership.

Our values define who we are:

- People who demonstrate integrity, respect, teaming and inclusiveness
- People with energy, enthusiasm and the courage to lead
- People who build relationships based on doing the right thing

EY Transformative Leadership

Build a career as unique as you are, with the global scale, support, inclusive culture and technology to become the best version of you. [Read more](#)



Oceania Brand Marketing Leader

RANK	Director
DIVISION	Core Business Services
REPORTS TO	Oceania Brand, Marketing & Communications Leader
POSITION COVERAGE	Oceania (Australia, NZ, PNG and Fiji)

The Team

The Oceania Brand, Marketing & Communications (BMC) team has an important role to play in helping to achieve EY's NextWave ambition to become the leading global professional services organisation. We work hand in hand with the business to take services and solutions to market; bring our purpose, building a better working world, to life for our people, clients, and communities; engage our people and build a high

performing culture; and to build the commercial value and emotional resonance of the EY brand.

Through the collective power of one global BMC, and the other teams and specialists we work with, we aim to build a better working world by driving commercial value through distinctive marketing and communications that deliver measurable market impact.

What would your role entail?

EY has a powerful brand story to tell. Now, we're seeking a strategic and innovative Oceania Brand Marketing Leader who will combine proven modern marketing capabilities with deep brand and marketing experience to raise the bar on our brand direction, deliver transformative brand programs that significantly grow our share of voice, and engage internal and external audiences in distinctive and creative ways to capture the hearts and minds of audiences.

This newly created role is designed for a visionary brand marketing leader who is passionate about breaking down barriers in pursuit of limitless opportunities to build bigger, bolder, better brand and marketing campaigns, while driving business impact. The successful candidate will have a challenger mindset, innate curiosity and a natural drive to overcome the status quo.

Reporting to EY Oceania's Brand, Marketing & Communications Leader, you will play a senior leadership role of a team of seasoned marketing and creative professionals. Equal parts strategist and expert doer, you will go beyond employing

foundational brand strategies to increase market visibility through new ideas, a long-term focus, compelling storytelling and best-in-class omnichannel execution.

That means inspiring and uniting a cross-functional team, working across the BMC group and with executive stakeholders to build, implement, measure and evolve data-backed brand go-to-market strategies across:

- Employer brand
- Signature brand awareness campaigns
- Signature buyer programs
- Entrepreneurship ecosystem programs
- Corporate responsibility initiatives
- Sponsorships
- Events and people engagement

By leveraging martech, digital and social media, insights and unique human stories, you will lead this team in opening up new conversations, supporting business goals, reaching desired target audiences and spurring long-term organisational growth.

Your key responsibilities:

- Inclusive leadership: as a member of the BMC Leadership Team you will lead our team in an inclusive way by role modelling courageous leadership behaviours - enabling our people to live their purpose at work, empowering team members, nurturing their growth and development, providing real flexibility and supporting their wellbeing.
- Work closely with the BMCLT and key business stakeholders to develop a deep understanding of EY's commercial drivers - industries, services and clients and identify clear gaps where BMC has a role to play
- Co-develop the integrated BMC strategy with other members of the BMC Leadership Team and senior business stakeholders to drive activity around the client lifecycle, and lead collaboratively across the team to implement and measure success.
- Uncovering new and relevant client insights to inform our brand marketing & communication programs.
- Design, execute and measure transformational brand strategies and programs often from the ground up, in direct alignment with our overarching brand, marketing and communications plan.
- Own the creative direction of internal and external branding efforts in Oceania to connect cross-channel programs and initiatives with bold messaging, and flare.
- Influence, assess and evaluate APAC and Global brand to demand initiatives to shape Global programs and inform and broaden the Oceania approach, and strategically leverage or complement with localised campaigns, creative, content and media plans.
- Carefully manage and oversee all aspects of brand team processes and deliverables, linking planning, message and campaign development, media selection, content creation, stakeholder socialisation, budget management, and results tracking to ensure excellence and optimal impact.
- Partner with external agencies to develop showstopping campaigns and programs that integrate media, creative, digital, social, content and sponsorships to raise awareness, drive education, support engagement and inspire action.
- Lead our signature market client experience event, Future Realised 2022, working with our appointed agency and a diverse team from our BMC function
- Work collaboratively with internal marketing strategy, channels and demand generation teams to deliver coordinated and relevant go-to-market initiatives and performance.
- Run and manage brand surveys and brand lift studies to assess effectiveness and identify gaps and opportunities that are fed back to the business.
- Lead, manage and empower a team that assumes portfolio ownership, innovates and operates with excellence in mind and impeccable attention to detail.

Skills and attributes for success:

- **Team Leadership:** Deep experience in leading multi-layered teams, specifically team culture, structure, recruitment and retention and inspiring and mentoring a high performing team to achieve exceptional results. You are committed to cultivating diverse perspectives and an inclusive culture to drive better decisions, stimulate innovation, improve organisational agility and strengthen resilience. You will have experience managing performance and engaging in open, honest conversations.
- **Strategic mindset** and able to connect hundreds of separate data points, insights and competing business imperatives into one cohesive brand story.
- **Demonstrated brand/marketing leadership experience** with a large, matrixed, fast-paced and complex B2B organization.
- **Proven track-record with rich, hands-on brand and marketing experience** developing and managing brand strategy, campaigns, content and digital marketing across channels and formats.
- **Leadership or hands on experience with digital marketing channels and platforms**, within campaign design and reporting.
- **Seasoned brand marketer** who leverages futurist thinking to develop programs and breakthrough creative that sets organisations apart in the market.
- **Articulate and influential relationship builder** who manages stakeholder groups proactively (including C-Suite, senior leadership, teams and external vendors).
- **Natural self-starter and curious problem-solver** who drives ideation and innovation with a solution-oriented focus. No issue is too big.
- **Be the champion for brand governance and brand protection in Oceania** consulting on brand initiatives. Organised, data-driven strategist who uses metrics and voice of the customer insights to identify white space, inform improvements, and evolve initiatives accordingly.
- **Excellent and effective communicator and storyteller** who listens, writes, edits and presents exceptionally well.
- **Experience in agile teaming environments** beneficial.

To qualify for the role, you must have:

- Bachelor's degree in marketing, digital marketing, or communications; MBA preferred.
- 15+ years B2B marketing experience in a fast-paced, dynamic work environment; agency experience is a strong asset.
- 5-7 years in progressive leadership roles managing direct teams, multiple priorities, large initiatives, and critical deadlines.
- Proven brand expertise and a passion for building brand strategies and programs, internally and externally, from the ground up.
- Media experience is a strong asset.



Q&A

Rebecca Burton
Oceania Brand,
Marketing &
Communications
Director, EY

How integral is the BMC team to the broader business at EY?

Our team plays a pivotal role in supporting, enabling and connecting with the broader EY firm, supporting our people to win in the market. BMC sits in the markets organisation, alongside BD and Operations. We have a holistic marketing strategy and plan aligning to the firm's strategy, which leverages our global BMC programs. EY is a more connected firm globally than our competitor firms, and this means we are amplifying a consistent brand and go to market message worldwide. Everything we do aims to create distinctiveness and impact, and we drive revenue for the firm by focussing on client-issue-led programming and our unique point of view. We invest in leading practices, emerging digital channels and robust measurement and reporting to demonstrate the value we are adding to the business.

As the CMO, I have a seat at the executive leadership table helping drive a transformed strategy for the markets function. I am also on the markets leadership team. So we are intricately involved in the direction of EY, influencing its growth into the future.

What makes this an exciting time to join EY?

EY has an ambitious global growth strategy driving new services in our business, as we respond to the digital disruption in our client base. As a function, BMC is leading and supporting these changes. We are honing in on the critical business challenges our clients face and have refined our programming to focus on where we want our brand to be in the future, as well as defending and extending our more traditional services that our clients have always needed from us. Our team structure has been transformed into more agile teams, and this provides an opportunity for someone joining us to lead across multiple and varied projects. We've shifted our channels to market to focus on digital-first programming, and as one BMC team, we are united behind large and impactful whole of market campaigns. We've been on this change journey for over the past few years and it's incredibly exciting as we see how we are being perceived differently by our target audiences, and to see new clients wanting to work with us.

What does a high performing senior Brand & Marketing professional look like to you?

The Director and Senior Manager that I will hire into my team will be strategic, energetic, creative, agile and passionate about working with internal and external stakeholders. The power of our team lies in collaboration and connecting, so that's a must in the marketing persona! Today's high performing marketer is also digitally savvy, with an open mindset and loves to work in a change environment.

Could you describe the Learning & Development, and, Career Development opportunities for the BMC team in Australia?

Globally, BMC provides unparalleled learning opportunities, through our own Academy. Several new programs are in the pipeline, specifically created for the professional services marketer in our industry. Our team can also access the myriad of resources used by the business teams, including EY Badges which is specifically design to promote our people's digital competencies.

Within our team, we provide career development through the firm's new LEAD coaching and performance system and through our culture of encouraging each of our team members to align themselves to areas or open roles they are interested in.

More generally, as we're a global firm, our people have access to opportunities in APAC and our global business. There are many examples of our team taking advantage of this over the last few years.

And finally, how would you describe the team culture?

As a team we have committed to fostering an inclusive and courageous culture by living three behaviours: staying curious and out of judgement; actively seeking different perspectives; and having real, vulnerable conversations and asking bold questions. How we work with each other, and the experience we create, is valued more than outputs or deliverables. A strong sense of one team is at the heart of our culture and spirit. We have long embraced flexible working which has further been established during the last couple of years and suits our agile work culture and regional teams.

How to apply

EY 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 katie@seldonrosser.com, graham@seldonrosser.com or angela@seldonrosser.com with a copy of your resume in Word format.

If you would like additional information please contact:

Katie Rosser on +61 424 944 997

Graham Seldon on +61 433 152 888 or

Angela Maglieri on +61 402 213 033

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