

Opportunity Prospectus

Oceania Senior Brand Marketing Manager



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 Senior Brand Marketing Manager

RANK	Associate Director
DIVISION	Core Business Services
REPORTS TO	Oceania Brand Marketing 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 create long-term value as the world's most trusted, distinctive 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. This role is for a strategic and innovative senior brand marketing manager, who combines proven modern marketing capabilities with deep brand experience to support EY's continued strength in the market.

Designed for an experienced marketer who is passionate about the power of the brand and shares a vision to build and activate bigger, bolder, better brand and marketing campaigns, you will also demonstrate a sound understanding of the linkages and strong business impact a brand to demand campaign, when executed effectively, can provide.

Reporting to the Oceania Brand Marketing Leader, you will be responsible for supporting the execution of EY's brand strategies across a range of strategic focus areas, to ensure messages are aligned to business objectives and market leadership aspirations. This means advising and inspiring senior stakeholders and cross-functional teams to build, implement and evolve brand marketing campaigns.

Equal parts strategist and expert doer, you will be comfortable with understanding new concepts,

translating complex information into messaging frameworks and combining compelling storytelling with best-in-class omnichannel execution. You will have a challenger mindset, innate curiosity; and a natural drive to explore the art of the possible.

Supported by a team of marketing professionals and utilising an agile framework to effectively combine brand and demand strategies to reach clients and targets with messaging in innovative ways, you will be used to planning and simultaneously executing in a fast-paced environment; utilising data and feedback as a bedrock to decision making across areas, which could include:

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

Your key responsibilities:

- Manage all aspects of brand campaign processes and deliverables – or brand components of strategic focus areas – linking message, media selection, content creation, stakeholder socialisation, budget management and results tracking to ensure optimal impact.
- Partner with internal cross-functional teams and external agencies to develop integrated programs to raise awareness, support engagement and inspire action.
- Work collaboratively with internal communications, media and demand generation teams to maximise effectiveness throughout the client lifecycle.
- Connect with key stakeholders across the business as relevant to focus areas, including Talent, Executive Leadership, service lines, solutions and sectors, to understand priorities and align messaging appropriately.
- Manage the Oceania participation in the Global Brand Survey to identify gaps and opportunities in the local market.
- Manage the end-to-end delivery of events/ conferences for 500-plus people (both digital and in person)
- Lead the development and management of sponsorship programs across Oceania
- Work closely with the business to ensure strategic alignment and benefit of firmwide association memberships
- Manage relationships with 3rd parties including contract development and independence processes.
- Oversee brand governance enquiries
- Work closely with the Oceania Design Agency to ensure brand guidelines are fully adopted and in line with strategy
- Act as a brand guardian for the approval of Better Questions and a Brand reviewer in the SCORE external document review and approval process.



Skills and attributes for success:

- Demonstrated brand/marketing management experience within a large, matrixed and fast-paced B2B organisation.
- Proven track-record of hands-on experience developing and managing brand campaigns, content, creative and digital marketing across channels and formats.
- Experience with marketing automation platforms and executing campaigns, analysing results and reporting on campaign outcomes.
- Invested in coaching, mentoring and guiding multi-layered teams.
- Articulate relationship builder who interacts, guides and influences a broad range of stakeholder groups (including C-suite, senior leadership, teams and external vendors).
- Natural self-starter and problem-solver who encourages ideation and innovation in projects
- Organised, data-driven adviser who uses insights to identify white space, inform improvements and evolve initiatives.
- Committed to cultivating diverse perspectives and an inclusive and courageous team culture to drive better decisions and stimulate innovation.
- Ability to coach, counsel and engage in open, honest conversations
- Experience managing performance to support career development and individual growth
- Engage with team members across different areas of expertise, from different ranks to develop a high performing collaborative team
- A strong understanding of the role of brand and social media within a broader marketing and communications strategy.
- Superior communication and project management talents will be supported by solid writing and technology skills.
- Paid media and digital agency experience preferred.
- Experience in agile teaming environments beneficial.

To qualify for the role, you must have:

- Bachelor's Degree in a business or marketing-related discipline (or equivalent industry-based qualifications)
- 10 years+ B2B marketing experience in a dynamic environment. Professional services experience is a strong asset.
- 5 years' experience managing and coaching project teams, multiple priorities, large initiatives and critical deadlines.
- Proven brand expertise and a passion for building brand programs, whether globally driven or locally, from the ground up.



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

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