



HEAD OF BRAND, MARKETING & COMMUNICATIONS

SYDNEY/BRISBANE/MELBOURNE

ABOUT URBIS

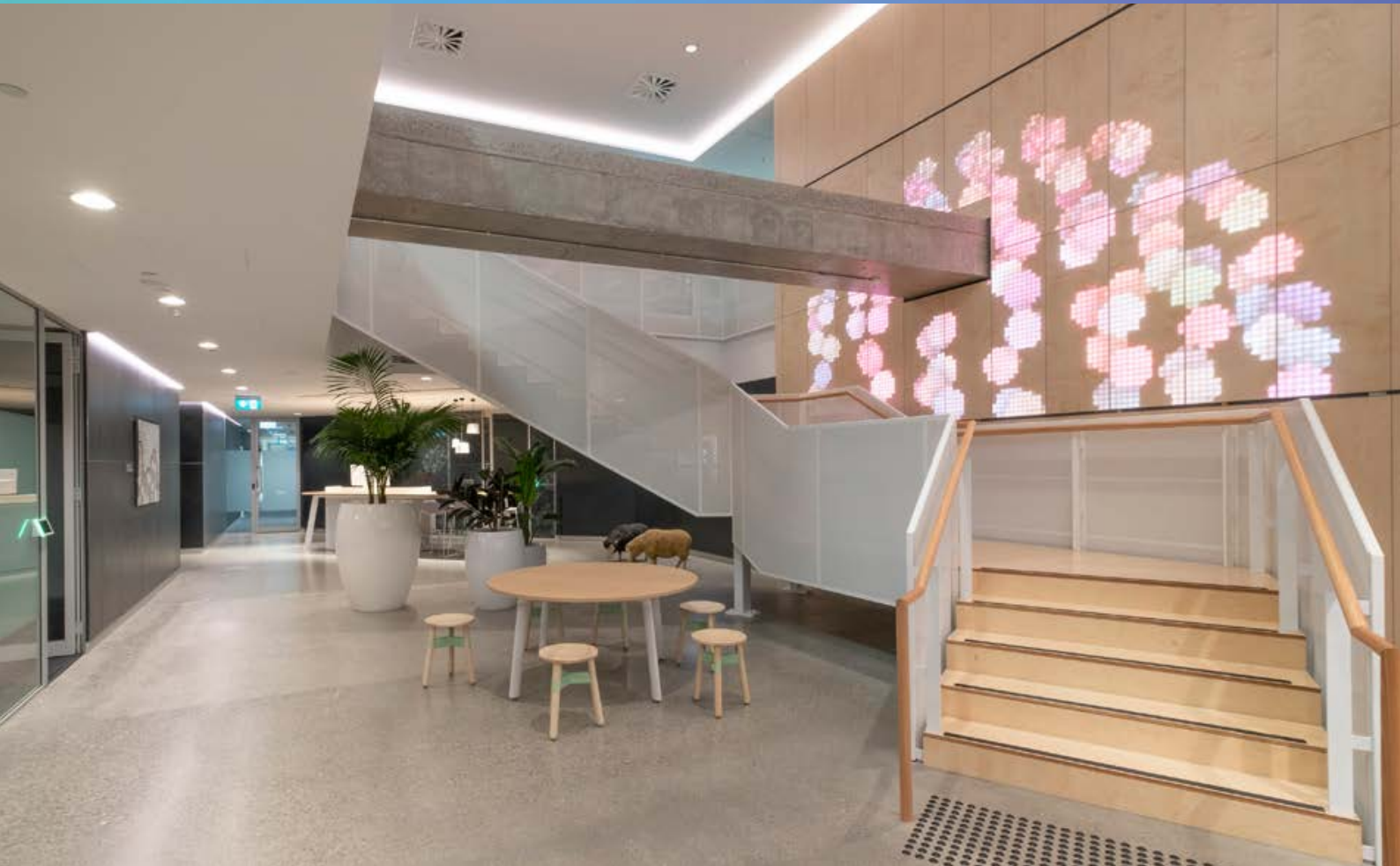
Urbis has one simple goal – to shape cities and communities for a better future. This purpose encapsulates the vision and strategy of the business and its people.

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

Through a unique combination of urban planning, design, heritage, transactions, economics, research and valuations, they 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.

Strengthening their market orientation and strategic business development to maximise market impact is key to the next stage of their growth and business evolution. Having recently appointed a Group Director – Markets & Strategy, the opportunity now exists to join the team to lead Urbis's strategic approach to external profiling and brand and support the development of the Marketing & Communications team.



ABOUT THE ROLE

The Head of Brand, Marketing & Communications will lead the development and implementation of brand, marketing and communication strategies to maximise the profile of Urbis and its people across a variety channels.

Through the development of external communication strategies and programs, you will promote the firm's reputation and industry insights amongst key audiences.

As a key supporter of their industry, you will develop Urbis's partnership and sponsorship program to further position Urbis as a leading player in the cityshaping space.

You will also develop the firm's internal communications strategy bringing the best of Urbis to the people who work there.

You will lead a team of 3 exceptional marketing & communication professionals and will work closely with the Group Director – Markets & Strategy to support the firm's broader go to market objectives and team development.



The future for Brand & Clients at Urbis is exciting. Building upon a foundation of a strong brand and great client service, the opportunity is to be central to the strategic growth of the business.

Elecia Churchill,
Group Director - Markets & Strategy

KEY INTERNAL RELATIONSHIPS

- National Brand & Clients Team including Marketing & Communications, Business Development and Creative Services
- Executive Leadership Team
- People & Culture
- Director/s & Associate Director/s across Business Units and Business Services

KEY RESPONSIBILITIES

Brand management

- Renew and implement brand strategy in line with strategic changes to business.
- Oversee and manage all aspects of brand campaign processes and deliverables, including messaging, media selection, content creation, stakeholder socialisation, budget management and results tracking to ensure optimal impact.
- Support the ongoing implementation of the Urbis brand (including employee brand) ensuring it reflects the value we create for clients, people and markets.
- Manage the evolution and practical application of Urbis' brand guidelines and associated assets.

Profile - External communications/thought leadership/partnerships

- Establish and deliver the long-term communications strategy for Urbis to support business plans and manage the external profile of Urbis – ensuring that our clients understand our capabilities and strengths.
- Develop and oversee thought leadership and content marketing campaign program which differentiates Urbis - ensuring optimal output across all channels, including social media and media.
- Work closely with the business and Marketing & Communications team to ensure strategic alignment and benefit of firmwide association memberships, partnerships and sponsorships.

KEY EXTERNAL RELATIONSHIPS

- External partners
- PR agencies
- Clients

Internal communications

- Develop internal communications strategy and approach (including communication tools and metrics for tracking success).
- Collaborate with other business leaders (including L&D and IT) to identify priority channels and communications for staff.

Business partnering & client culture

- Identify opportunities with business development and creative colleagues to create and ensure a seamless and value-add 'one team' Brand & Clients service to clients
- Foster strong working relationships with key stakeholders to understand client priorities and develop messaging appropriately.
- Identify opportunities to expand the team's impact remit and value-add.

Team leadership

- Lead and manage the performance and development of Marketing & Communications team
- Establish workflows and strategies to streamline and unify the Brand & Clients experience, working in collaboration with Brand & Clients peers.
- Plan, manage and optimise the Marketing & Communications team's technology requirements and associated budget.

ABOUT YOU

CORE COMPETENCIES

Performance is assessed against Urbis' competency framework through their Employee Review Program.

Competencies specific to this role include:

- Agility in combining strategy, planning and execution with hands-on operational responsibilities.
- Passion for understanding clients' industry and business and the broader market that Urbis operates in. Track record in developing and executing marketing and communications programs. Demonstrates an authoritative reputation as a subject matter expert.
- Technical competencies across, and not limited to, client relationship management platforms, digital marketing platforms, public relations, and integrated marketing campaign development and management.
- A strong understanding of the role of brand and profile within a broader marketing and communications strategy.
- Proven experience in working in partnership with BD teams to align campaigns to business winning opportunities.
- Strong strategic mindset coupled with exceptional project and stakeholder management skills to execute change effectively.
- Demonstrated exceptional project management skills including people, technical and commercial management.
- Ability to understand and translate complex ideas into simple, engaging content.
- Inspires and supports team growth and development through exploring new ideas and opportunities, constructive and timely feedback, and fostering control and autonomy.
- Inspires team and peers by encouraging new thinking and providing client solutions.
- Excellent verbal, visual and written communicator with strong engagement and influencing abilities.
- Excellent stakeholder engagement skills including the ability to engage and influence senior stakeholders in driving shared outcomes.
- Proactively supports change initiatives across the business.
- Effectively organises resources to support collaboration and bring together complementary skills/expertise.
- Experience in sourcing and interpreting market intelligence on trends and client research.
- Proactively maintains an awareness of the level of staff engagement and acts on identified areas of improvement.
- Provides constructive and timely feedback to the team to try out new ideas and opportunities in support of their development.

QUALIFICATIONS & EXPERIENCE

- Tertiary qualification in Marketing and Communications, Public Relations or related area.
- 10 years+ B2B marketing experience. Professional services experience is preferred, otherwise experience in comparable complex, matrix environments.
- 5 years'+ experience in managing and coaching teams responsible for delivering marketing & communications strategy.
- Proven track-record of hands-on experience developing and managing brand campaigns, content, creative and digital market across channels and formats.
- Demonstrated brand/marketing management experiences with a matrixed B2B organisation.
- Articulate relationship builder who interacts, guides and influences a broad range of stakeholder groups.

Q&A



WITH ELECIA CHURCHILL
Group Director – Markets & Strategy

Why is this an exciting time to join Urbis?

Urbis is all about #cityshaping. As we come through the pandemic and the disruption we all have faced, we are rethinking the way we work and live. Urbis is working alongside clients to consider how we utilise cities and spaces and what the future will look like.

Urbis has experienced growth over the last few years – it offers a broader range of services to clients and has a growing network of offices to support this. Our next growth phase is the evolution of our client and market orientation to ensure we optimise the potential of every relationship and project, leveraging our unique 'One Urbis' capabilities. Our brand and reputation is a continued focus to ensure that the market understands the value Urbis offers to clients.

Can you tell us about 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. Creative, optimistic, non-hierarchical, inclusive, high care and high performance. People are proud to work at Urbis and be involved in shaping the cities and communities for a better future.

Our values of authenticity, collaborative, decisive and spirited are deeply embedded in our culture.

What can you tell us about your vision and strategy for the Brand & Clients team and how this newly created role fits into that?

The future for Brand & Clients at Urbis is exciting. Building upon a foundation of a strong brand and great client service, the opportunity is to be central to the strategic growth of the business. Brand & Clients will partner with

the business to bring a strong client voice to decision making and develop a cohesive market orientation through clients and sectors. We also have a critical role in building business development and marketing capability across Urbis to support our strategic priorities.

Urbis has an established brand in the market and is well known for the more traditional areas where we have supported clients. This role will work with us to ensure that the brand of Urbis continues to grow and reflects the value we provide to clients, and to ensure we take a strategic approach to the market issues that we have something to contribute to. Critically, it also has responsibility for developing Urbis' approach to internal communications to support the employee value proposition (which is of critical importance in this market) and to amplify the knowledge of the business across the organisation.

What qualities with you look for in the Head of Brand, Marketing & Communications and how do you envisage your working relationship with them?

I'm looking for someone who can see the potential for Urbis and who can nurture and influence our people to share this vision and passion. Someone who is passionate about clients and connected to the market we operate in and who can distil that into what it means for Urbis and what we need to prioritise for greatest impact. A team leader who is invested in the collective and individual success of the team.

Our Head of Brand, Marketing & Communications will also contribute to the broader leadership of the B&C team and work closely with me to continue to develop and position the B&C team to deliver value and impact at Urbis. The role will have the autonomy to develop and implement strategy with the support of an open, collaborative leader.



How to apply

Urbis have recognised the strategic importance of this role to their business and have invested in a full candidate search campaign with Seldon Rosser.

To discuss this opportunity please contact:

Katie Rosser
katie@seldonrosser.com
+61 424 944 997

Angela Maglieri
angela@seldonrosser.com
+61 402 213 033

Graham Seldon (UK)
graham@seldonrosser.com
+44 7384 447 633

urbis.com.au

seldonrosser.com

