



OPPORTUNITY PROSPECTUS

Global Divisional Lead - Strategic Advisory



ABOUT ASHURST

Vision

Ashurst's vision is to be the most progressive global law firm. For them, "progressive" is a mindset, an approach to how they do things. They instinctively take a fresh perspective on situations, exploring whether there are better ways of delivering practical, commercial solutions to the challenges their clients face in today's rapidly changing business landscape.

Purpose

Ashurst's purpose is to create the extraordinary. A key contributor to our ongoing success is our people – we need to attract, develop and retain the best.

Leadership

The firm has three leadership teams, The Board, Executive Team and Regional Leadership. The three teams work together to implement the firm's strategy, financial performance, risk management, operational issues and ensure excellent services to our clients and staff.



Key facts



Founded 1822

Founded in 1822 by William Henry Ashurst.



29 offices worldwide

Global reach with the knowledge & understanding of local markets.



3600+ people

Progressive thinkers driven by the desire to help their clients achieve success.



400+ partners

Lawyers of the highest calibre with industry experience and know-how.

A socially responsible firm



Inclusion, Diversity & Belonging

Ashurst's strategy is to put Inclusion, Diversity and Belonging at the heart of everything we do.



Modern Slavery

Ashurst's role in combatting all forms of modern slavery as a firm and with their clients, colleagues and other stakeholders.



Pro bono

Assisting marginalised and disadvantaged people and communities.



Social impact

Committed to delivering positive impacts for their employees, clients, profession, environment and the community.



Sustainable business

As a global business, they have an important role to play in the fight against climate change.

ABOUT THE OPPORTUNITY

Global Divisional Lead - Strategic Advisory

Role purpose: To define and execute strategy globally for the Divisions and maintaining consistency with the overall strategy of the firm.

- Provide overall leadership for revenue generation for the Division on a global basis
- Develop and prepare the global business plan for the Division and its component practices globally and work with the Divisional Heads, Practice Leads and the global Divisional Leadership Group to implement and manage the ongoing application of the plan and supporting budget
- Develop and update, in coordination with regional teams and other practice groups, strategies for the main practice/advisory lines, identifying opportunities for efficiency, improvement and innovation
- Lead on the development of thought leadership to build the profile and market position of the firm across all strategic elements of the Division
- Work with the other Divisional Leads and/or Industry Leads to support the development and implementation of cross Divisional/cross Practice initiatives. This includes sharing best practice, delivering a coordinated, consistently branded approach, developing reports and KPIs
- Work alongside the Divisional Heads on market assessment studies and lateral recruitment plans
- Support the ongoing management of talent pipeline to ensure succession into in-demand areas across the Division
- Support Divisional Heads in preparing for Executive Team meetings including presentation prep and reporting
- Formulate and operationalise strategic initiatives leveraging our geographic, industry and client reach, with a clear view to building market presence and generating revenue
- The office holder will be a key member of the global Business Development Leadership Group, leading on projects for the function that improve the efficiency and effectiveness of the team, and developing the skills, best practice and performance of the team.

ABOUT YOU

Working in a global business requires a global mindset. You will bring your international experience, knowledge of working in a similar environment and capability to truly shape this role to drive and develop Ashurst's Strategic Advisory division. You also bring:

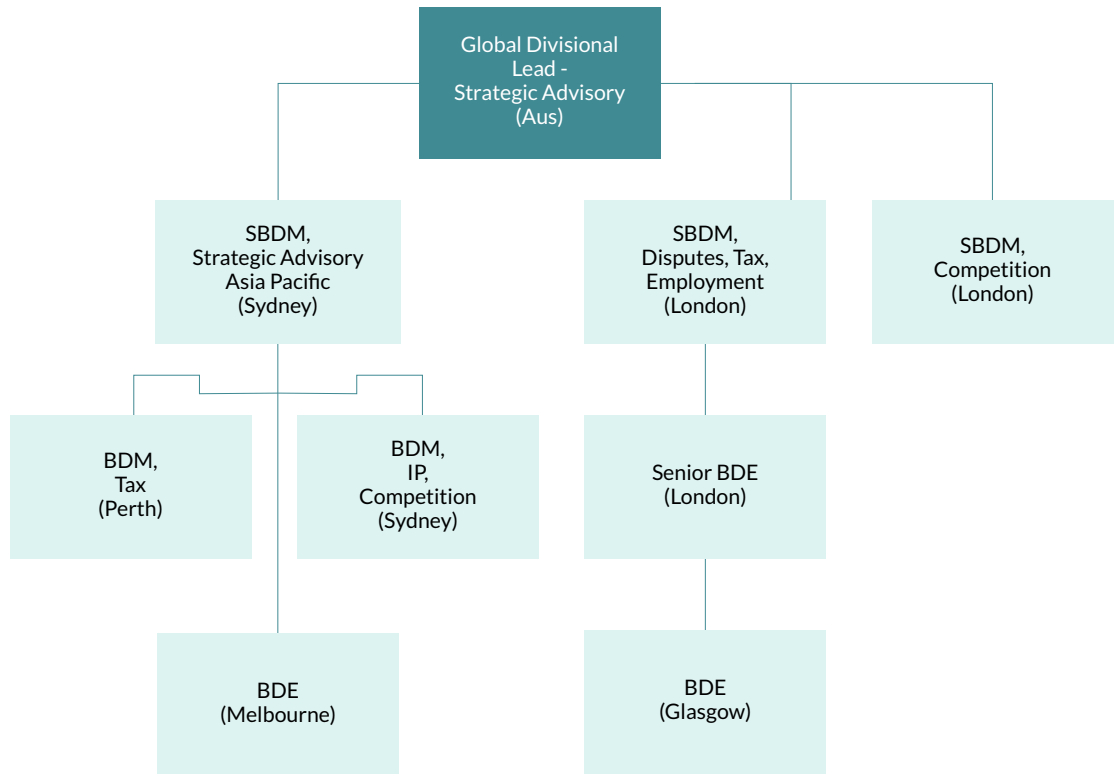
- Strong interpersonal skills, with a proven ability to build trusting and influential relationships with clients, the partnership and business services
- Influencing
- Strategic thinking
- Relationship management – rapport building
- Active listening
- Excellent written and oral communication skills – ability to confidently get message across to senior audiences, presents with clarity, energy, confidence and enthusiasm
- Deep knowledge of Ashurst's capability and service offering - ability to join the dots and bring the best of Ashurst to the client
- Negotiation
- Coaching

ABOUT THE TEAM

Global Divisions Strategic Advisory (Aus based)

KEY STATS

Partners 116
APAC 61
Europe 53
US 2



STRUCTURE AND APPROACH

Ashurst's strategic approach to Business Development

Business alignment (conduit to firm-wide expertise)		
Priority Industries & Clients	Capabilities (Divisions & Practices)	Offices
<ul style="list-style-type: none"> • Strategic industry sector support to Chairs, Industry Boards • Industry planning • Sector analysis and trends • Opportunity identification across industry • Coordination of BD initiatives and pursuits • Client Relationship Management – Priority Clients • Client listening 	<ul style="list-style-type: none"> • Strategic support for Divisions and Practice Groups • Assistance with business planning • Partner coaching (personal practice) • Client listening • Opportunity management • Alignment to priority industries / clients 	<ul style="list-style-type: none"> • Strategic support for Offices • Business planning • Partner coaching (personal practice) • Client listening • Opportunity management • Alignment to priority industries / clients (CRM – Office)

Central teams / collaboration with functional specialists

Bid Advisory	<ul style="list-style-type: none"> • Deliver and manage major bids • Support for credentials & capability statements • Proposal automation tools 	<ul style="list-style-type: none"> • Focus on proposal content access including CV database • (Ultimately) responsible for the production of most bids to partner review stage
Brand, marketing + communications	<ul style="list-style-type: none"> • Brand custodianship and development • Industry positioning and profiling • Strategic marketing • Thought leadership and content 	<ul style="list-style-type: none"> • Media relations and social media • Event management • Alumni and executive programs • Visual design • Digital presence
Pricing / research / risk	<ul style="list-style-type: none"> • Provision of required insights, pricing advice, competitor research, compliance etc 	

Delivery Centres

CoE, Bid Ops & ASC	<p>BD CoE / Bid Ops</p> <ul style="list-style-type: none"> • Directories / awards / capability statements / bid support • Client / internal presentations • Client & competitor research • Document translation (for BD & marketing) 	<p>ASC</p> <ul style="list-style-type: none"> • Capability statements • Publication management • Client reporting • Marketing campaign reporting
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Q&A WITH **LAURA NICHOLLS**
Chief Business Development Officer, Ashurst



You came to Ashurst almost a year ago after an illustrious and international career in law firms; what attracted you to Ashurst. And what do you enjoy about the culture and experience at Ashurst?

I was attracted to the firm because it stood out as being incredibly entrepreneurial and now that I am here I can see that entrepreneurialship is at the heart of our culture. This can be seen clearly in our Ashurst Advance and Advisory Business which are very progressive in the sector. The firm has an ambitious growth agenda, which from a BD perspective is very exciting and provides lots of career development opportunities. My role sits on the Executive, which demonstrates the importance of BD as part of the firm's infrastructure and also as a change agent to re-emphasise the strategic role BD can play on the firm's overall strategy, rather than being seen as purely operational. Also being Australian it is great to be on a leadership team that has other antipodeans. It's nice to be connected back to Australia and it brings a really interesting and different perspective to the firm. Finally, it's fantastic to be working with Paul Jenkins, who is visionary and appreciates the importance of investing in BD and bringing on board strategic roles like this one which enhances BD capability in the firm.

What can you tell us about the strategy and vision for the Ashurst BD team?

Previously the BD function has been siloed with regional based

BD capability and with the bulk of resources in the UK and Australia. There is now a real opportunity to bring global alignment to the BD function and the recruitment of this role will support this global alignment. We are creating an infrastructure across divisions by building a robust global strategy into the business. We have a commitment to enable the BD team to drive change within the business particularly with our clients and industries programme where we have already made good progress; accelerating the growth in core industries to grow profitable revenue and unlock the potential of the global client programme and our client relationship partner structure. Operationally we have great capability in areas such as strategic bids and we are operationalising other time-consuming areas in BD with the aim to free up the team to drive forward core strategies across practice groups and clients and industries. In terms of L&D support we are launching a BD Academy on 1st May harnessing both internal and external training resources with accreditation opportunities available across the team. There is also a big brand refresh in 2022 – watch this space – and it's our 200 year anniversary. So it's an exciting time to join.

Why is it an exciting time for a Global Divisional Lead - Strategic Advisory to join Ashurst in Australia?

This is a real opportunity to lead a global role from Australia – it's a newly created role in the structure and will

bridge an important gap across BD, global firm strategy and requires quasi chief of staff capabilities. It's a rare opportunity for a Senior BD professional to broaden their career and step into a true global role. This role will play an integral part in developing Strategic Advisory as we come out of the pandemic – building bench strength across areas such as environmental litigation and dispute resolution and getting under the skin of key market drivers. It's a great time in the market to be starting a role like this and this role already has great people with it. They will be joining an energetic and entrepreneurial leadership group who are being given space to shape the future of the firm. This is a role and a firm where ambition and drive will be rewarded.

What do you look for in senior BD leaders joining your team?

It's important to hire leaders with prior international experience (not necessarily global) – someone who can manage teams remotely – who can be across detail but not get bogged down in detail. Someone with a keen interest in the global market and how the market dynamics are playing out – and can see where opportunities are. Someone who can coach and mentor partners and who has strong financial and commercial acumen with a data mindset approach BD. They need to be proactive, confident and consultative. Ultimately, we want an experienced candidate who appreciates and understands that BD needs to be the best enablers in the business.



HOW TO APPLY

Ashurst 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:

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