

A scenic view of the Melbourne skyline at dusk or dawn. The sky is a mix of blue and orange, with several hot air balloons floating. In the foreground, a stone bridge with ornate railings spans across a river. The city buildings are illuminated, and palm trees are visible on the left side.

**SENIOR MARKET
GROWTH
MANAGER,
GOVERNMENT
MELBOURNE**

About MinterEllison

MinterEllison is Australia's largest law firm providing legal and consulting services through a global network of affiliated firms and associated companies.

Purpose is at their core

Their purpose is to create lasting impacts with their clients, their people and their communities. Their partners and staff provide clients with clear, strategic and commercial solutions that create lasting impacts to their business. Their teams collaborate and deliver to their Purpose, and consistently work to embed their values into everyday actions.

With a purpose lens and deep industry expertise, their teams support clients including government, private and publicly listed companies, and small and

large businesses in Australia and overseas. They help them manage risk, take on challenges and take advantage of opportunities as they transform to meet an evolving economic, business and social landscape. They offer a range of solutions – for example, providing end-to-end support throughout the lifecycle of a deal; mitigating risk in a range of complex procurement scenarios; providing support and advice on competition and insolvency issues, and leading Boards and executive leadership teams through their ESG priorities, safe workplaces and governance. They are here for the long-term wellbeing and prosperity of their clients, their people and their communities.

Central to their vision of creating lasting impacts for their clients, their people and their communities are strategies around:

-  **COMMUNITY IMPACT**
-  **DIVERSITY & INCLUSION**
-  **RECONCILIATION ACTION PLAN**
-  **ENVIRONMENT**
-  **GENDER EQUALITY**



Working at MinterEllison

MinterEllison make diversity in all its forms central to collaboration. They know that when they bring together diversity of thinking, skills, experience, gender identity, backgrounds and orientations, they get better results. This is why they offer agile and alternative working options to encourage balance, wellbeing and support for sustainable ways of working. They also offer up to 20 weeks paid parental leave for the primary carer within the first 24 months following birth or adoption, and a range of social, financial and health benefits, including free gym membership – all with no minimum tenure.

They also welcome applications from people of all ages, cultural backgrounds, genders (including if you identify as transgender or gender diverse), sexual orientations, as well as people living with a disability or who have family or carer responsibilities. They particularly encourage Aboriginal and Torres Strait Islander people to apply for roles with MinterEllison.

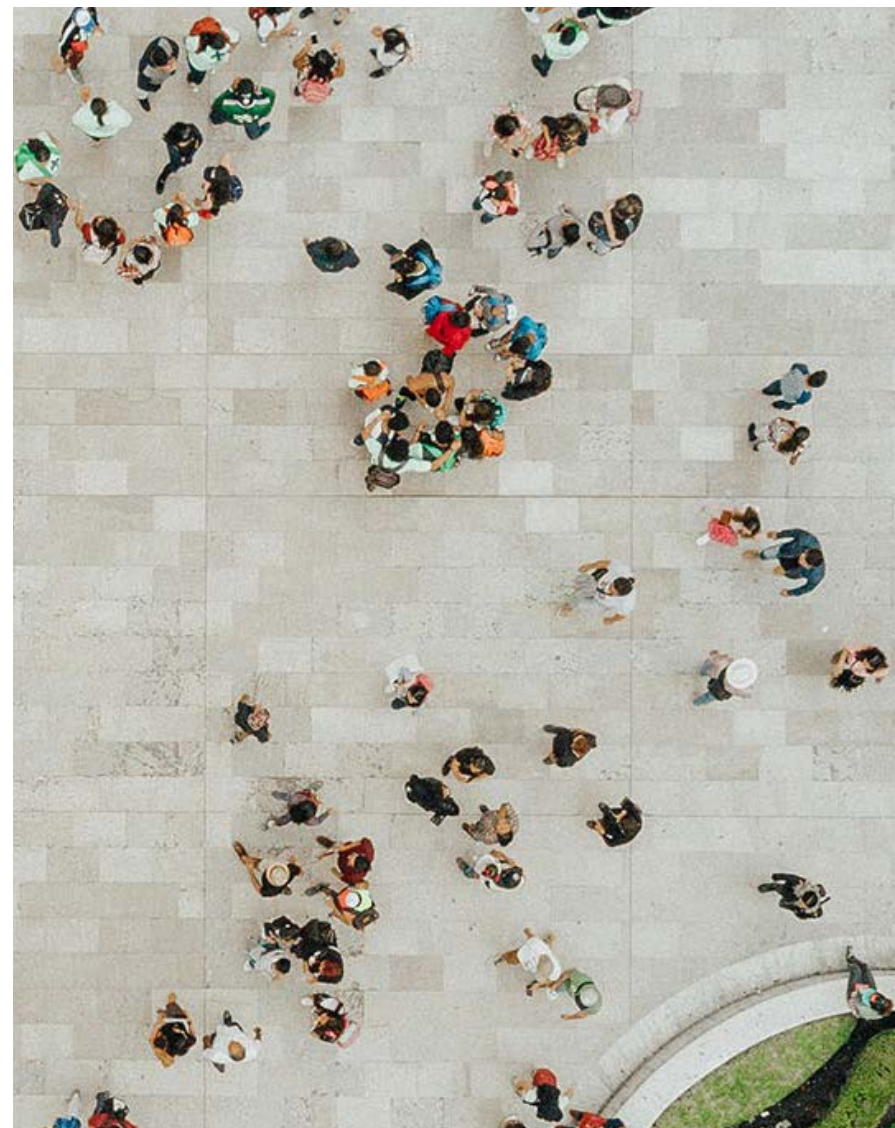
The firm was once again recognised as a WGEA Employer of Choice for Gender Equality in Australia and hold Gold employer status with the Australian Workplace Equality Index (AWEI) in 2022.

MinterEllison was also placed in the top 25 best workplaces in Australia and in LinkedIn's 25 Top Companies in Australia in 2019—the highest ranking of any law firm.

The Client & Market Growth (CMG) Team

MinterEllison's national CMG team is very high performing and a critical component of the firm's success. The team supports the partnership by providing the full spectrum of business development and marketing services to ensure the firm develops and maintains strong relationships with new and existing clients and in turn, is fully supported to enable this success.

The team is now recruiting an experienced **Senior Market Growth Manager** to drive the business development and marketing strategy for the Government Industry Group. Reporting to the Government Sector Lead, the successful applicant will also work very closely the partnership group leading the Victorian Government client account – the largest client account for the firm in the state.



About the Opportunity

This exciting, permanent opportunity is based in Melbourne and will have a key focus on strategy development and driving growth with our government clients in the Victorian market. This key client facing role will be pivotal in supporting Partners to assess opportunities, formulate client responses, manage key pursuits and tenders, whilst leveraging support from major proposals and Centre of Excellence teams.

In this role you will have the opportunity to:

- Support Partners and other legal professionals firm wide to develop and execute strategies to further develop and strengthen relationships with existing and target government clients, with particular focus on the Victorian Government market.
- Develop effective client strategies and client account plans, identifying meaningful avenues to profile the group's expertise internally and externally.
- Lead the management of client service team plans and meetings, client planning sessions and workshops.
- Assist with proactive development of pipeline pursuits and develop tailored pursuits for target opportunities.
- Measure, assess and report on the effectiveness of marketing and sales initiatives including identifying and incorporating continuous improvement into future activities.
- Design and execute industry campaigns to further MinterEllison's market positioning.
- Foster collaborative and trusted relationships in Government and broader National groups that are innovative and value adding to ensure high quality service delivery to the Victorian Government group and the broader Partnership.
- Contribute to supporting the Victorian Government group to achieve their revenue budget.



About you



You will bring your professional services business development and client management experience, knowledge of working in a similar environment and capability to truly shape this role.

You also bring:

- Sound understanding on how government/s operate and do business.
- Strong influencing skills to manage multiple virtual teams of senior stakeholders nationally. The role requires effective interaction with many senior stakeholders across the firm and peers.
- Campaign development, execution and reporting experience to develop and implement key revenue growth strategies.
- Experience in leading key stakeholders to evaluate and deliver pitch, tender and proposal responses.
- Agility to work with the Partners nationally to develop strategies for key clients by building relationships with clients and industry/market leaders.
- Ability to work within in a matrix management structure.
- Confidence to arrange and participate in internal and external client meetings.
- Exceptional written and verbal communication skills with attention to detail.
- Highly proactive with client service focus.
- Tertiary qualifications in Marketing, Communications or Business or a related discipline (can be in addition to a law or business unit related degree).
- Marketing and/or sales experience in a robust and mature services environment, ideally B2B or professional services.

Q&A

with **Petra Parker**
Government
Sector Lead -
Clients & Markets,
MinterEllison



What can you tell us about the culture of MinterEllison and the Client & Markets Growth team?

Our culture is built on the foundations of trust, integrity and fairness. We create lasting impacts when we consistently live and work in the MinterEllison way. That's what brings meaning to our work; it guides the decisions we make, and the actions we take, every day. This is our commitment to each other.

We are a strengths-based firm that encourages people to bring their authentic selves to work and one that embraces diversity in all forms. Our leaders don't just talk to talk, they walk the talk making it a really great place to work. We also work in a very flexible and agile environment which is centred around what works for our business, our clients and our people.

The Client & Markets Growth (CMG) team is one that has a seat at the Executive Leadership table which means that we are helping to drive a transformed strategy for the markets function; are seen as true trusted advisors and have genuine peer to peer relationships with the Partners and the other professionals. We focus on building authentic and enduring relationships both internally with our key stakeholders and externally with our clients.

Our CEO, Virginia Briggs is very supportive of the CMG team. Having this level of trust and appreciation in the services that we provide to the firm and our clients has further strengthened the BD and marketing culture at the firm.

What can you tell us about your vision and strategy for the Government Industry Group and how do these roles fit into that?

By 2025, we plan to build on our current market leading brand, relationships and market share across State and Federal Government portfolios. We want to have a significant role on all the pivotal government projects nationally and be recognised as the firm of choice for government decision-makers.

This role is pivotal in driving and executing the client strategy

and growth plans across the Victorian government portfolio of clients. Working closely with our Victorian Government client relationship partners, you will lead the development of the Victorian government business plan aligning it with the strategy of the National Government Industry Group. You'll play a leading role in the development of thought leadership to build the profile and market position of the Victorian government practice along with having the opportunity to be truly client facing.

Why is it an exciting time to join the firm?

Minters has an ambitious 2025 growth target anchored on our purpose of creating lasting impacts with our clients, our people and our communities. We will redefine the boundaries of legal practice to become a firm delivering market leading growth and profitability.

As a group, CMG is leading and supporting this strategy.

We have a commitment to enable the BD team to drive change within the business particularly within our industries and sector programme where we have already made good progress; accelerating the growth in core industries and government to grow profitable revenue.

We are focusing on the business critical challenges that our clients face and are refining our offerings to concentrate 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 be part of this change and growth journey.

As we continue on this journey is it incredibly exciting to stand shoulder to shoulder with our Partners as we see how we are being perceived differently by our target audiences, and to see new clients wanting to work with us.

What qualities will you look for in your Senior Market Growth managers and how do you envisage your working relationship with them?

It's important that our successful candidate brings a strategic lens, can be across the detail without getting bogged down in the detail; has a keen interest in identifying emerging trends and themes and can identify and act on the opportunities. We're really looking for someone that has the ability to coach and mentor Partners; has strong commercial acumen and can bring people

along on the journey. They need to be proactive, confident and consultative. Ultimately, we want an experienced professional who understands that BD is pivotal in supporting the 2025 ambition.

I'd envisage that we'd work together in a peer to peer relationship sharing and collaborating to bring the best of firm to both our internal and external clients. I'm really excited by what's ahead and look forward to hiring and supporting two really great professionals into our team.

You've been with the firm for 5 years. What do you really enjoy about working at MinterEllison?

I really enjoy being part of energetic and entrepreneurial group of professionals that have been given the space to help shape and drive change to support the future of the firm. And that from a BD perspective we play a strategic role in the firm's growth plan, rather than be seen as purely operational. I also really enjoy the group of people I work with – there's no doubt that MinterEllison has successfully built a really collaborative culture where new ideas, energy and diversity are really respected. It's just a fantastic place to work!

How to apply



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

seldonrosser.com

To discuss this opportunity please contact:

minterellison.com

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

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