



HFW

OPPORTUNITY PROSPECTUS

HEAD OF APAC MARKETING & BUSINESS DEVELOPMENT



HFW IS A SECTOR FOCUSED
GLOBAL LAW FIRM WITH
A FOCUS ON SHIPPING,
AEROSPACE, COMMODITIES,
CONSTRUCTION, ENERGY,
INSURANCE & REINSURANCE.

We also have legal services that run across all practices including disputes, corporate, finance, regulatory and workplace relations. We have over 600 lawyers working across 20 offices in Australia, Asia, Europe, Middle East and the Americas. We are dynamic, entrepreneurial and industry experts that think creatively and pragmatically to support our diverse range of domestic and international clients.

Our APAC business of over 50 partners accounts for >30% global revenue and we continue on an exciting growth path to become a regional powerhouse.

We have aligned our M&BD team to be regionally-focussed to build profile, drive new business and deliver client excellence across our six Asia Pacific offices (Melbourne, Sydney, Perth, Singapore, Hong Kong and Shanghai).



SELDON
ROSSER

OPPORTUNITY PROSPECTUS

THE OPPORTUNITY TO JOIN THE TEAM

Head of APAC Marketing & Business Development ('M&BD')

Hong Kong, Melbourne, Singapore, Sydney

HFW has a clear ambitious strategy, and this role will help drive how that strategy is implemented in practice.

The candidate will be a trusted advisor to Senior Management of the firm and have significant experience in a law firm or professional services, with experience leading and developing a team being particularly important. The candidate will support the APAC leadership which comprises of the Office Heads and

initiate projects with global relevance that contribute to the growth of the firm.

This job description is for the Head of APAC Marketing & Business Development ('M&BD'), which is part of the International M&BD team. The role will be part of the M&BD senior leadership team and involves working closely with the wider Global M&BD team across the firm.

KEY RESPONSIBILITIES

- Management of the APAC team, currently a team of eight, including setting objectives for the team that align with the firm strategy
- Supporting Office Heads in the implementation of the firm strategy
- Driving collaboration across the partnership in institutionalising clients and internal referrals
- Enhancing and improving the brand profile of HFW
- Managing the resources of the APAC M&BD team to ensure high quality delivery of day-to-day support for bids, events, briefings, campaigns etc.
- Working with the global M&BD team to develop infrastructure that ensures best practice
- Managing expectations and capacity of the M&BD team in terms of service delivery to the APAC partnership

Supporting Office Heads in the implementation of the firm strategy

- A key stakeholder for this role will be the Office Heads. This role will be expected to agree, communicate, and implement the business development strategy for these offices
- The role will include facilitating and influence how the APAC offices work better together and how a "one firm" approach is taken
- Managing the regional M&BD office budgets to support the growth strategy
- Supporting sub-groups as necessary for the benefit of the APAC offices e.g. The China Group and BVI focus

Collaboration

- Understand the firm's existing client base with a view to identifying opportunities to broadening and strengthening the existing client relationships
- Supporting the Global Key Client and Strategic Growth Client initiative for the APAC region. This will include leading individual client accounts and supporting the team to do likewise
- Tracking and communicating the internal referrals relevant to APAC region i.e., internal referrals received and made
- Aligning the day-to-day M&BD activity to the firms focus on institutionalising clients e.g. Follow up post events and briefings
- Embedding new laterals in APAC to ensure that their capabilities are understood by the business internally and clients externally

Profile

- With the dedicated Communications Manager safeguard and enhance HFW's brand reputation in APAC
- Oversee the directory process for the region
- To devise and support marketing and business development campaigns
- To communicate and celebrate the HFW APAC client success

Day to day

- Sets the standard for the APAC team and understands the metrics for the quality of work delivered across the team.
- Oversee the team's involvement in all panels, pitches, RFPs through to capability statements.
- Working collaboratively with the central marketing team and In-Group team to integrate international cross-practice business development, communications and development client activities.
- Reflecting regional expertise and experience, by maintaining an agreed list of marketing materials
- Ensuring CVs, Intranet and website are all kept up to date
- Ensure the team successfully delivers events, including seminars, client entertainment, conference sponsorship, client presentations and roadshows.
- Help embed a behaviour of disciplined follow-up for events
- Utilise internal systems (such as InterAction and Vuture) to full effect.

KEY SKILLS & EXPERIENCE REQUIRED

- Degree qualification ideally with international law firm experience
- Instils the importance of sharing ideas and working harmoniously as a global team for a common purpose.
- Significant M&BD experience, working in a professional services/partnership environment with an understanding of the legal sector, ideally already at Head of level
- Initiates influential relationships at senior management level, including group leaders, heads of legal services and heads of offices and heads of business services.
- Inspires and mobilises reports around tracking strategy and associated marketing activity. Makes decisions which positively impact the achievement of organisational objectives and financial performance.
- Demonstrates and build trust throughout the global M&BD team and across the firm
- Proven ability of working across all levels of business, preferably within a multi-jurisdictional environment.
- An international mind-set.
- Demonstrable experience of initiating and implementing successful business development and marketing communications activities,
- Strong delivery focus, with a record of accomplishment of being a proactive individual with excellent organisational/project management skills.
- Excellent interpersonal skills including oral/written communications, influencing, diplomacy, flexibility, tenacity.
- Invests time and resources to the longer term direction of travel for the firm.
- Establishes organisational objectives and assigns responsibilities.
- Can carry out responsibilities in a way, which supports the firm's values.

Desired Skills and Experience

Sponsorship, Management Skills, Referrals, Budgets, Entertainment, Interpersonal Skills, Marketing Communications, International Law, Marketing, Strategy, Business Services, MBD, Diplomacy, Business Development, Professional Services, collaborative business partnering, Service Delivery.



Q&A with **SEAN TWOMEY**
Director of Business
Development & Marketing

How does this role fit into the firm's strategy and have an impact on the business?

This role takes the firm's APAC strategy and makes it real by being able to clarify, prioritise and align BD & Marketing initiatives against strategic goals. The APAC region is a significant growth area for HFW and presents enormous opportunities for the firm. The Head of BD & Marketing will lead the team across our APAC offices to deliver both local, regional and sometimes global campaigns e.g. BVI office. This role sits on the global BD Leadership team and will play a vital role in helping us reach our goals in the region.

Could you describe a 'day in the life' of this role?

This will be a very busy and diverse role, working directly with each of the Office Heads in Australia, China, Hong Kong and Singapore. A key part of the role is supporting them and coordinating projects. Another main part of this role is managing our BD & Marketing team, providing leadership and mentoring as well as overseeing the efficient running of the function. There are several key global clients in the region and this role will support those clients and the client partners to ensure we are providing

the very best in client experience. This is a highly autonomous role and will require great organisational skills as well as the ability to think creatively about how we deliver on our strategy.

Can you describe the culture and working environment this person will experience?

We are a very friendly firm and our lawyers are receptive and open minded to ideas. We have fostered an excellent culture of collaboration with a solid and increasing pipeline of work that is generated from internal referrals. We are invested in, and clear on, our strategy and enjoy working together, globally, to achieve our personal and collective goals.

What qualities do you look for when hiring for your team ?

I like positive people who are solutions focused and have plenty of ideas. Autonomy is important in these roles but so too is open communication. People who can plan, prioritise and be directional in their daily work will do well. We are looking for someone who can make a real impact and have fun doing it.

Additional Information

Please note that this job description is not contractual, and may be amended periodically to meet the changing needs of the Firm. Any other ad hoc duties as may be required.

HOW TO APPLY

HFW 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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