

Bird & Bird

OPPORTUNITY PROSPECTUS

Regional Head of Marketing & Business Development

SINGAPORE / HK

About Bird & Bird

Bird & Bird is an international law firm that's hardwired to anticipate and uncover the opportunities in change – and they have 29 offices and over 1,300 lawyers helping clients to do just that. Their clients go to them because they ask the right questions to shape the right objectives. And because they need proactive, practical, and commercially led advice on how to get there, whether they're facing disruption or creating it.

They are sector-led which means they know their clients' sectors inside out. Both their lawyers and Business Services teams take on their clients' problems as if they were their own. But more than that, they work as one seamless international team across the business, giving their clients and their own people access to a whole world of expertise.

Bird & Bird in Asia Pacific

They have been in Asia Pacific for over 25 years. During this time they have established a network of offices and have expanding teams in the key business centres of Beijing, Hong Kong, Shanghai, Singapore (via their global association with Bird & Bird ATMD LLP) and Sydney.

They have a full service offering across the region which is provided by a team of over 230 highly qualified and multi-lingual lawyers. Many of their lawyers in the region have worked in industry, meaning they can advise with an understanding of the commercial environment in which their clients operate.

APAC Regional coverage

In addition to their own regional network, they have expanded their geographical footprint in the region through a series of strategic and dynamic co-operation agreements. Their five regional offices and formal co-operation firms, as well as their strong links with other firms across the region, means they are particularly well placed to support clients throughout Asia Pacific no matter where they may require support.

About the opportunity



They are now looking for an energetic and experienced Regional Head of MBD to lead a regional MBD function, currently a team of 14 which guide the firm in all aspects of new business generation, client relationship management, marketing and internal and external communications.

The Regional Head of MBD, Asia Pacific will play an important, proactive role in setting and driving the regional go to market strategy in line with the Firm's overall strategy. You will have the opportunity to develop and implement the firm's go to market strategy across the region, with plenty of exposure to strategic decision-making and senior contacts. You'll have the opportunity to build and develop your own international network, and use this to leverage workstreams for the region. You will be eligible for professional training courses offered by external training partners and internal Learning and Development team. You will be part of a friendly and supportive Business Services team who will help to guide and support your career development. And you'll be working for a top international law firm with strong market presence and a reputation for being tech focused, with a cutting-edge approach and a friendly and supportive culture.

This role reports into the Chief Marketing Officer and Heads of Country in Greater China, Singapore and Australia. You will liaise closely with the Regional Practice Group Heads and Regional Heads of other Business Services functions (including Corporate Development, Risk and Finance) as well as with partners throughout Asia Pacific.

The firm offers excellent prospects for career development and their culture provides all their people with world-class support to achieve their ambitions and goals. Energetic, creative and global in their approach, they are looking for someone who has a passion for MBD and are keen to take a fresh approach in the region.

Bird & Bird is committed to maintaining an inclusive working environment and are an equal opportunities employer. They will actively support and supervise your professional development. For those with the necessary energy and ability, they will ensure that the firm is a first-class platform on which you can develop into an industry leader. They support an agile working environment and are happy to discuss flexible working.

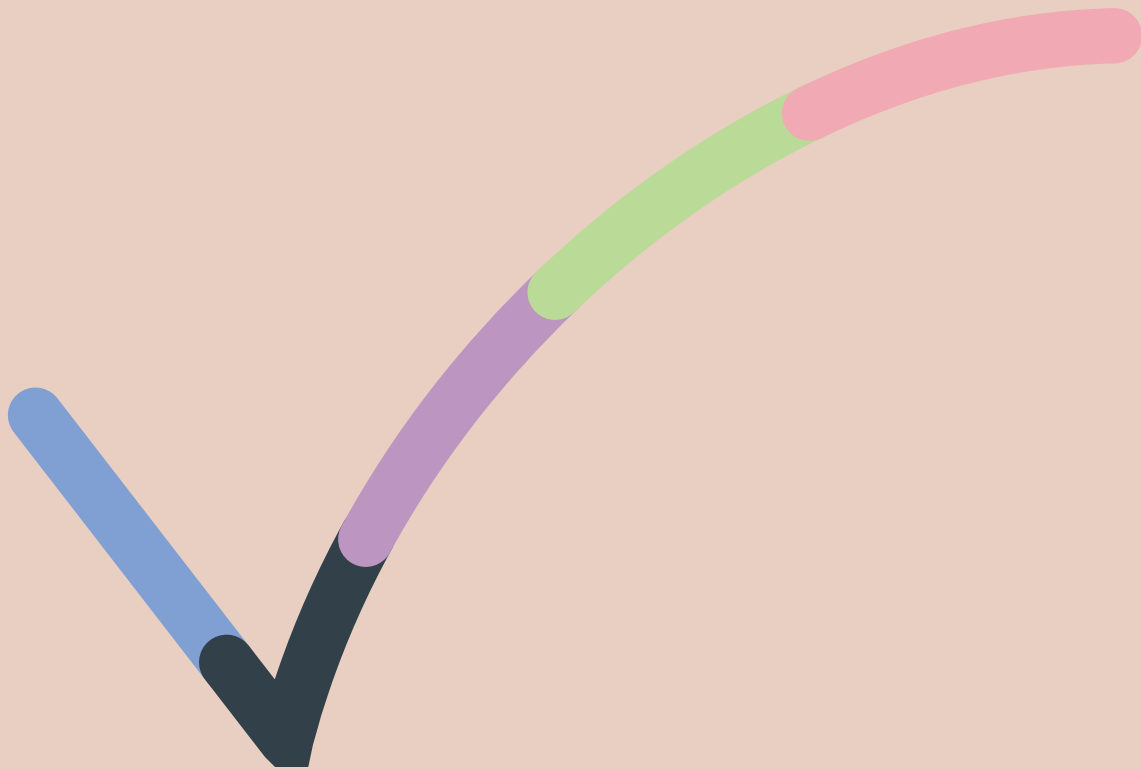
Duties & Responsibilities

This role will appeal to someone with extensive experience in professional services organisations in the Asia Pacific region who likely works in a similar managerial level marketing and business development role. Specific tasks and responsibilities will include:

- Work with Asia Pacific Heads of Country to develop and implement our go to market strategy across the region
- Providing high level strategic support and coaching to partners on business development, marketing, and communications issues.
- Leading a team of Marketing and Business Development professionals working in our offices across the region, including:
- Managing and coaching the team for performance
- Ensuring the team provides proactive and tailored support to our offices, practice and sector groups in the region, aligned with their wider international objectives and activities.
- Ensuring integration of the regional team amongst themselves and with the wider MBD team
- Providing oversight and guidance to team members on the regional implementation of the Firm's One Firm Client Programme, working with the Firm's central Client Service & Insight team and other colleagues across the firm.
- Proactively contributing to revenue generation activities in the region and driving the BD pipeline in the region
- Manage the reputation of Bird & Bird in the region in line with our strategic objectives, including driving regional marketing campaigns.
- Working with senior colleagues in the region and globally to develop and manage relationships with our "best friend" firms in the region which operate in countries where we do not have our own offices (including leading on work winning opportunities and tracking / reporting ROI).
- Work with our various regional Steering Groups to support on development of opportunities and work in other Asia Pacific markets.
- Overseeing the process for developing and implementing regional MBD plans each financial year.
- In conjunction with the Regional Head of Finance, setting regional MBD budgets each financial year and their ongoing monitoring and control in conjunction with the MBD leads in each country.
- Contributing to the induction and integration of lateral partner hires in the region.
- Managing the organisation of regional partner and associate retreats including setting the agenda, developing content and project delivery.
- Leading on all strategically important RFPs in the region especially those which are cross jurisdictional or relate to one of the clients on our One Firm Client Programme
- Lead on the development of our firmwide China "going global" and inbound US initiatives
- Ensure continued use and development of firm infrastructure to aid efficiencies and better working practices across the region

Skills & Attributes

- A dynamic self-starter, able to work independently yet collaboratively
- Bright, flexible and energetic
- Excellent English oral and written skills with Putonghua an advantage
- Strong interpersonal and communication skills and an ability to develop and sustain professional relationships across disciplines and countries
- Strong project management skills
- Persuasive, positive and dynamic
- Strong team player with the ability to collaborate with people at all levels
- Builds and nurtures strong working relationships with colleagues
- Works with other team members to promote a 'one team' ethos
- Ability to prioritise work and hit deadlines
- "Can do" attitude and hands-on approach where required
- Ability to transfer strategic and complex issues into practical working solutions.



Q&A with Sophie Bowkett, Chief Marketing Officer at Bird & Bird



Where does this role sit in relation to the firmwide strategy?

Our APAC region is a huge part of the strategy of the firm and we see great potential for growth in the region. We have a long established base in the region and in recent years we've developed market recognition and grown operations in our key markets of China, Hong Kong, Singapore and Sydney. We've developed relationships with some of the biggest companies in the region's tech industry, and it has been hugely exciting to see our firm extend support to these clients globally in line with their expansion strategies.

This role plays a vital part in taking our regional offering to market and developing high potential client and multiplier relationships. Leading a strong team across multiple locations from different cultures and backgrounds, you have the opportunity to really move the needle on our brand in the market, the work we win and the client relationships we grow to deliver on our APAC strategy.

Describe the culture of the team

There is a firmwide culture of being truly collaborative, passionate about the work we do and focusing on the future of the firm and in my experience our MBD team really embodies all those elements. We pull together as one global team in line with our 'one firm' approach and utilise a digital-first approach to underpin our firm's tech credentials. Our team in Asia collaborate across borders in the region and beyond to provide the right support to the business and will regularly help each other out to keep workloads manageable.

We are bringing a more proactive sales-focused approach to business development across the department globally and have some great success stories of this approach in action in the region.

What are you looking for in this role?

To make this role a success, you'll need to be an energetic and positive self-starter who can make things happen. You'll enjoy working closely with others at all levels in the business and leading and coaching a team to high performance.

You'll already have strong experience in the region and will be ready to apply the best practice you've learnt along the way to an exciting and vibrant regional team ready to take the firm's regional offering to the next level.

How to apply

Bird & Bird has recognised the strategic importance of this role and have invested in a talent search campaign with Seldon Rosser.

To express your interest in this opportunity please contact
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