

Business Development & Marketing Senior Manager / Manager

Sydney | Melbourne



ABOUT FPA PATENT ATTORNEYS

Every idea has the potential to change the future

At FPA, we focus on two areas of intellectual property – patents and designs. We are the only Intellectual Property firm in Australia with this degree of specialisation.

FPA's clients truly value the deep expertise that our attorneys are known for. We use our expertise to bring insights, solve problems and co-create custom solutions.

Whilst FPA is registered to practice in Australia, New Zealand and Singapore, we also have extensive experience in the Southeast Asian (SEA) patent market where we provide superior outcomes for clients when navigating this burgeoning and increasingly important region.

A major focus for FPA has been to use our skills and experience to substantially improve the efficiency and outcomes of patent prosecution in this part of the world.



“This person will be empowered to lead our BD & Marketing initiatives. I’m looking forward to working with a dynamic, self-starter who will enjoy bringing us new ideas, using initiative and will share our passion for this sector and what we deliver to our clients.”

JOHN DOWER, MANAGING PRINCIPAL, SYDNEY



ABOUT THE OPPORTUNITY

Business Development & Marketing Senior Manager / Manager

Reporting To	John Dower, Managing Principal
Key Stakeholders	Principals at FPA Patent Attorneys Business Heads
Primary Objectives	Drive the firm's marketing strategy Assist the attorney team to deliver the firm's business development strategy and individual attorneys' business development plans
Location	Melbourne / Sydney
Key Internal Relationships	All fee earners Business Services team, particularly Business Services Coordinator Publishing team Assistants and practice group support staff
Key External Relationships	External marketing agency External consultants External industry associations



PRIMAY RESPONSIBILITIES

Marketing

- Co-manage Marketing budget and expenditure with MP and Head of Finance
- Create Marketing strategy in collaboration with marketing agency
- Marketing management, including ensuring website up to date, creation of firm news articles, LinkedIn content, social media
- Managing relationship with external marketing agency
- Coordination of internal publishing team to ensure skills development
- Manage the design and production of collateral by marketing support: publications, brochures, Christmas cards, photos
- Support preparation of submissions for annual awards and participate in interviews conducted by external review panels
- Consideration and coordination of corporate sponsorship
- Explore opportunities for article publication to expand reach and target growth sectors

Business Development

- Co-manage BD budget and expenditure with MP and Head of Finance
- Creation and regular refresh of BD strategy for Australia with Managing Principal, Principals/Associate Principals
- Creation and regular refresh of BD strategy for Singapore with Managing Principal and SE Asia Team
- Conduct formalised client reviews
- Assist attorneys at all levels to create BD plans and drive implementation of these plans
- 1-on-1 coaching of mid and junior attorneys in BD, networking and marketing competencies, and more senior attorneys as identified. This includes sourcing external targeted coaching
- Attend attorney BD meetings with the primary purpose of identifying and sharing across the groups, best practice in BD initiatives, as well as ensuring action items are noted and attorneys are held accountable for their BD undertakings
- Trip strategy – formalise trip proposals and reporting process, manage travel budget in conjunction with MP and Head of Finance
- Assist in preparation of tenders and capability documents for current and prospective clients
- BD research
 - Identification of opportunities
 - Analyse client data
 - Assist with trip preparation
- Management of professional memberships for attorneys, with sign off by MP

Cross over responsibilities

- CRM management – active role to reduce time required by attorneys whilst creating a valuable resource (sourcing CRM tool)
- Coordination and potential delivery of Marketing and BD training – both internally and externally
- Creation and running of client events with assistance from Business Services Coordinator and Marketing support
- Support firm-wide Marketing and BD projects/initiatives

SKILLS / EXPERIENCE / COMPETENCIES REQUIRED FOR THIS ROLE

Experience

- Deep experience working in professional services, ideally within the IP / patent profession
- Self-starter with a strong sense of purpose and direction
- Excellent stakeholder management and influencing abilities ensuring BD & Marketing projects and initiatives stay on track across the business

Desirable Key Skills

Strategic, planning and influencing skills: help to build and implement strategy and set strategic goals; motivate attorneys to action their BD plans and hold them to account using influencing and negotiation skills; coach and develop junior attorneys in marketing and BD skills to build up their self-autonomy; ability to understand client needs. Critical thinking and problem-solving skills. Strong teamwork and collaboration skills. Build strong relationships and manages expectations of key stakeholders.

Organisational and planning skills: able to handle many different projects at the same time and deal with last minute changes and drive projects through to successful completion; create and enforce achievable deadlines; adhere to schedules; keep track of important information; coordinate events and meetings; record and file information and documents; create strategic schedules for major projects; help others to meet deadlines.

Communication skills: (advanced listening, verbal and written skills). Collaborate with team and others to make decisions; develop rapport with clients and key stakeholders; listen to and address feedback and criticism; write reports and business summaries as required; networking skills

Technical skills: knowledge of latest tech tools and basic understanding of how the technology works and how it is used – continuing education to keep abreast of these developments; analytics; can effectively sell our services; plan and execute client events. Understand and able to execute on the sales process ie prospecting, preparation, approach, presentation, handling objections, closing and follow up. Willingness to learn – self-develop skills in marketing and BD and keep abreast of changes.

Creative skills: create and drive Marketing and BD strategies; develop unique and interesting ways to sell FPA's services and promote the brand; come up with original ideas and innovative ways to make them a reality; brainstorm ideas with graphic designers and artists; evaluate the aesthetic appeal of marketing materials; devise creative methods for promoting and selling our services; plan and execute client events

How to apply

FPA Patent Attorneys has recognised the strategic importance of this role to their business and has invested in a full candidate search campaign with Seldon Rosser.

To discuss this opportunity please contact:

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