



GROUP DIRECTOR MARKETS AND STRATEGY

SYDNEY OR MELBOURNE

ABOUT URBIS

Urbis has one simple goal – to shape cities and communities for a better future. This purpose encapsulates the vision and strategy of the business and its people.

The company continues to enjoy solid revenue and client growth with more than 800 cityshapers across 8 offices in Australia and Asia via its international brand Cistri.

Through a unique combination of urban planning, design, heritage, transactions, economics, research and valuations, we use evidence-backed insights to envision, design, develop and improve the places and spaces in which we live, work and play.

Uniting this multi-disciplinary structure is a culture of collaboration, entrepreneurialism and common purpose.

Despite enjoying much success, the company thrives on continuous improvement. Strengthening our market orientation and strategic business development to maximise our market impact is key to the next stage of our growth and business evolution. This senior leadership role will deliver profitable growth and influence business transformation through greater client and market orientation, enhanced business development capability and delivery of strategically aligned growth initiatives.

THE GROUP DIRECTOR MARKETS AND STRATEGY
WILL FACILITATE A TRANSFORMATION IN THE CLIENT
FOCUS OF OUR STAFF THROUGH THE CREATION OF A
BEST PRACTICE BUSINESS DEVELOPMENT PROGRAM



ABOUT THE ROLE

The Group Director, Markets and Strategy is a senior leader and member of the Executive Group working directly with the CEO and other senior leaders to identify and deliver profitable growth, influence business transformation through greater client and market orientation and delivery of business improvement initiatives.

The role supports Urbis' strategic objectives through facilitating, tracking and guiding delivery of annual company initiatives and development of meaningful and measurable business plans linked directly to creating value through new revenue opportunities or operational improvement. The Group Director, Markets and Strategy will also facilitate a transformation in the client focus of our staff through the creation of a best-practice business development program that is centred on strategic client and/or market growth targets, commercial success, client leadership and subsequent behavioural and cultural shifts.



What I have enjoyed most about working with the Urbis BD team is learning from partners who encourage me to think differently and challenge me on company strategy development, thought leadership, collaborating with world class peers and seeing all of this through to strategy execution. Being part of this ongoing change in how we understand, communicate and advocate for a better future in our cities gives us all a clear purpose and a compelling story to tell.



Mark Dawson
Director

KEY INTERNAL RELATIONSHIPS

- Chief Executive Officer (CEO)
- Executive Group and Board
- Managing Partner and Shareholders
- Group and Regional Directors
- Brand & Clients Team
- Strategy Team

KEY RESPONSIBILITIES

Responsibilities include but are not limited to:

Strategy & Performance

- Actively contribute and influence Executive Group performance, strategic foresight and impact;
- Support the development and execution of the overarching company strategy and its translation into Business Units, regions, clients and sectors;
- Be a leading voice around the Executive Group table and with the Board, Shareholders and other Directors on clients, sectors and targeted business development;
- Lead the annual business planning program that identifies priority initiatives and investments as well as assists the transformation of Business Units aligned to company objectives through appropriate support, structure and challenge;
- Collaborate with the Chief Financial Officer (CFO) and other executives to target and assess new business opportunities including M&A; and
- Lead an in-house strategy and change capability that facilitates the execution and tracking of company strategy, delivery of critical projects and supports practice leads in their strategic capability development.

Market Growth and Impact

- With the support of the CEO, Executive Group and Board, lead the development, engagement and execution of the Brands & Clients Strategy aligned with Urbis' growth strategy;
- Coach senior leaders on aspects of strategy development, delivery of growth and improvement projects and best practice business development;
- Assess and deliver effective tools, processes and systems that facilitate all facets of B&C operations that supports the growth of Urbis.

KEY EXTERNAL RELATIONSHIPS

- Peers and thought leaders in similar organisations including clients
- Relevant Industry Bodies & Associations
- Leading advisors in critical functional areas

- Provide accountable oversight and direction to critical functions, including:
 - Strategy and business planning
 - Business development including Urbis' client and sector strategy
 - Marketing communications
 - Brand management
 - Creative Services
 - Client listening and insight
 - Pipeline management and analysis
 - Client alignment and reputation
 - Bids and tenders
 - Tracking and reporting.

Team Leadership

- Develop and lead engaged and impactful B&C and Strategy teams, setting high values and standards for the groups, embedding a shared vision and exceptional service expectations across the teams;
- Guide these high impact Strategy, BD, Communications and Creative capabilities to realise integrated growth and leverage the multi-disciplinary potential of Urbis;
- Cultivate and strengthen a workplace culture that is both responsive, respectful and infused with Urbis' core values.

ABOUT YOU

CORE COMPETENCIES

Performance is assessed against our competency framework through our Director Review Program. Competencies specific to this role include:

- Ability to approach business challenges with insight, agility and acumen enabling the company to be at the forefront of business opportunities
- Demonstrates innovative thinking, ideas and approaches, which generate improved client service, revenue opportunities and enhanced business outcomes and performance
- Uses effective and consistent cross company communication to encourage collaboration
- Visibly nurtures an inclusive team culture, inviting contribution and celebrating success
- Is resilient, composed and professional and focused at all times
- Utilises knowledge of emerging market issues and industry trends to inform ideas and solutions
- Inspirational leadership, with an ability to develop and drive others to high performance, and a preparedness and ability to manage under performance
- Ability to leverage evidence and insight to develop new Business Development ideas, and provide healthy challenge to Urbis staff on new opportunities
- Demonstrates commercial discipline and consistency through compliance with company policy and process
- Treats people with respect and accepts diversity of views, gender, culture and approach
- Upholds and represents the company's values, making a positive contribution to the company culture.

QUALIFICATIONS & EXPERIENCE

- Experience at the c-suite level in a BD or strategy role
- A minimum of 10 years' experience in senior BD roles, ideally with strategy and transformation responsibility as part of these roles (or gained in a standalone business strategic role)
- Relevant tertiary qualifications in Commerce/Marketing, ideally with a Business Management (MBA) or Finance Postgraduate.
- Strong stakeholder management experience at an executive level
- Outstanding written and verbal communication and interpersonal skills
- Proven track record of strategic planning, change management and execution
- Experience in private sector consulting or Professional Services would be highly regarded.

Q&A



WITH BEN POLLACK
Chief Executive Officer

01. Why is this an exciting time to join Urbis?

Urbis is always an exciting place to be but there a number of factors that are unique to where we are today.

We have all witnessed the disruption of recent years and the acceleration of changes to our client, competitor and talent landscapes as well as the associated transformation of operating models. Urbis has used this uncertainty to reset and refocus, emerging as a better, stronger and more aligned business with a solid foundation for this next stage of growth. Coupled with our history of entrepreneurialism and continuous improvement we have bold plans for the years ahead.

Underpinning this next phase of growth is the evolution of our client and market orientation to ensure we optimise the value potential of every relationship and project, leveraging our unique 'One Urbis' capabilities.

As an urban advisory firm, our core trade is the better future of our cities and communities. This is a common passion that unites everyone at Urbis. With issues of sustainability, livability, accessibility and equality central to a nation, region or precinct's prosperity and value creation, Urbis is uniquely placed to assist our clients and stakeholders to optimise the value of their assets.

02. How integral is this role to the broader business of Urbis?

Essential! The role is one of the most senior positions in the company, a key member of the Urbis Executive Group reporting directly to the CEO. Working with other leaders the Group Director Markets and Strategy will spearhead our strategic growth and the expansion of our market aligned business development capabilities.

They will be a strong voice for our strategy, clients and market orientation amongst our Executive Group, Board and Shareholders.

The successful candidate will bring fresh and practical insight to the leadership of our business planning, client growth and brand management. They will lead a team that constructively supports, challenges and develops our capacity to be our best and deliver the best possible client outcomes.

Our rapid growth and long tenure means we thrive on the potential new skills and expertise can bring to our leadership and the way we think about the future.

03. How would you describe the culture at Urbis?

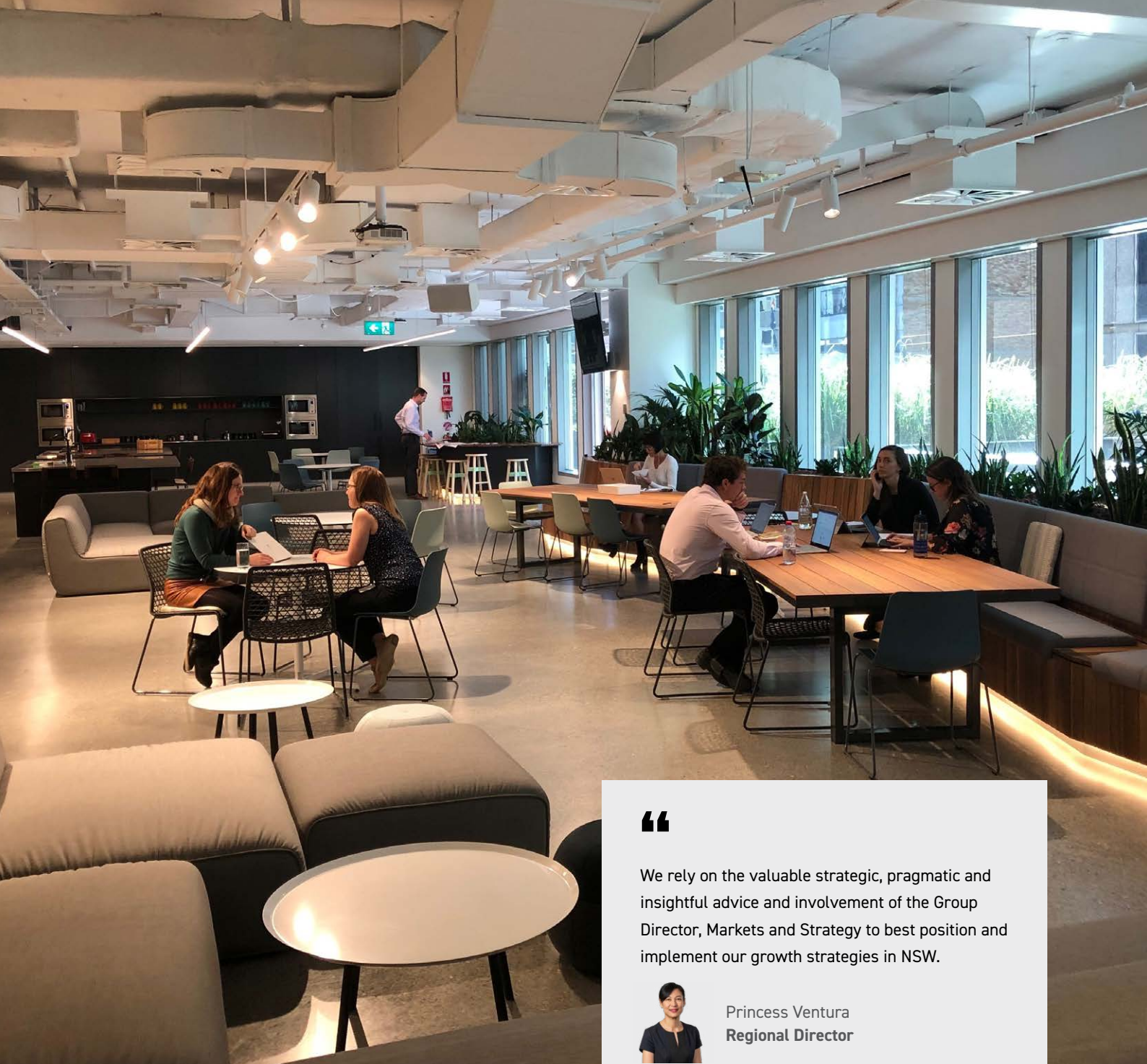
Urbis is a business with a 60 year pedigree that feels as energetic and aspirational as a business in its formative years.

The culture at Urbis is prized. Optimistic, democratic, non-hierarchical, inclusive, informal, high care and high performance. Ideas are encouraged and heard. Ownership and accountability are a must. Everyone mucks in. Bureaucracy, pessimism and risk aversion has no place!

04. What are the key attributes you look for when appointing people to your leadership team?

Our business thrives on continuous improvement and new challenges. We embrace intelligent and energetic leadership that brings a pragmatic and evidence based approach. We look for leaders that see the potential for Urbis and have the ability to nurture and influence our people to share this vision and passion. You could say Urbis is a diamond in the rough with enormous potential - our leaders need to see this potential and be relentless in our ability to achieve it.

Leaders at Urbis must prepared to challenge, be accountable for their commitments and role model the attributes to which we aspire.



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We rely on the valuable strategic, pragmatic and insightful advice and involvement of the Group Director, Markets and Strategy to best position and implement our growth strategies in NSW.



Princess Ventura
Regional Director

How to apply

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

To express your interest in this opportunity please email graham@seldonrosser.com or katie@seldonrosser.com with a copy of your resume in Word format. If you would like additional information please contact Graham Seldon on +61 433 152 888 or Katie Rosser on +61 424 944 997

