



OPPORTUNITY PROSPECTUS

HEAD OF BRAND & COMMUNICATIONS

The Head of Brand & Communications is a member of the Brand, Clients & Markets leadership team and has responsibility for the marketing, media and communications strategy and workplans, and leadership of the team to execute this.

The team builds, promotes and protects the CBP brand, positioning through strategic communications, marketing and brand profiling activities. Increasingly the team are working with the Business Development team and other stakeholders on end to end campaigns to engage clients and lead to sales conversations.

ABOUT COLIN BIGGERS & PAISLEY

Colin Biggers & Paisley has a century-long history of delivering exceptional legal services and solutions. We're particularly known for our insurance, property and construction experience, and have an established reputation in a range of other industries. We act for major corporations, financial institutions, insurance companies, government departments, private companies and families and individuals. We have both the capacity and the expertise to deliver on complex national and multinational projects.

The Brand, Client & Markets team is currently leading a flagship practice wide project to develop a new brand strategy, consistent voice in market, and a new visual identity.

Colin Biggers & Paisley bring clarity to the complex. Through decisive action, and as one team, we deliver outcome focused solutions to our clients.

As part of this the practice has agreed on the following Brand Anchors:

1. We are straight to the point, providing powerful clarity.

We provide clear direction and outcome focused advice. Our guidance is strong and genuine and we don't shy away from difficult conversations. There is no noise, no BS. We will guide you through complex issues, and work alongside you to realise opportunities and deliver outcomes.

2. A connected team

We collaborate seamlessly to provide you with an end-to-end solution. Our teams are close-knit. It's a wrap-around focus, from start to finish. Our joint commitment to our values of respect, integrity, loyalty and balance is what define us as One CBP.

3. We amplify others.

We support each other to achieve their absolute best. It's about human connectedness. We deliver our advice, and work with each other and our clients, in a personable manner, developing trusted, strong relationships. We're open and approachable. We look for opportunities to apply our skills, uplift others, and help our colleague° and clients° to succeed.

4. We're experts.

We're industry experts with deep insight, experience, and knowledge. We lead the conversation and are alongside you to navigate the inner workings, challenges, and opportunities in your industry. We're closely connected to the networks of stakeholders within those industries, amplifying the outcomes we can achieve for you.

5. We take decisive action.

We're all in on the action, rolling up our sleeves and digging deep into the matter at hand, while maintaining a foundation of good communication. We work hard to outperform ourselves. We get ahead of a challenge, seeking out better ways to approach a problem, seize a moment, and deliver the best outcome for you.



3
OFFICES



74
PARTNERS



220
LAWYERS



500
TOTAL STAFF

ABOUT THE ROLE

HEAD OF BRAND & COMMUNICATIONS

REPORTING TO

Director - Brand, Clients & Markets

KEY CONTACTS

The Brand & Communications team, Managing Partner, the broader Brand, Clients & Markets team, Partners, external media and stakeholders.

LOCATION

Sydney

STATUS

Full Time



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KEY ACCOUNTABILITIES

This role plays a key role across the firm, leading the strategic marketing, media and communications strategy.

STRATEGIC

- Develop and own the CBP Brand and Communications strategy and annual workplans across the Thought Leadership, Media, Campaigns, Managing Partner and Internal Communications work streams.
- Work with the Director to manage and implement the Brand Strategy, and play the role of brand builder and guardian.
- Plan for and develop campaigns, content and consistent messaging and brand narrative across external and internal platforms to support the practice's Strategic Plan
- Bring a commercial lens to the entire team, advising on optimal ways to engage target audiences and measure success.

EXTERNAL

- Work with the team, partners and practice groups to develop and manage external communications to clients (thought leadership and campaigns) and activities (social media) and any other direct communications
- Implement the external media strategy, develop and manage relationships and activities, including drafting media releases, pitching to business, industry and legal media, responding to media enquiries and managing AFR/The Australian partnership surveys and other list and award programs.
- Implement the CBP brand strategy and lead the tone of voice and brand guidelines for the firm, and the execution of brand campaign materials such as video, design and content to promote and build the brand
- Oversee the website refresh and ongoing content, design and navigation/architectural development (in conjunction with external website agency, and the team)
- Work with selected Partners on their media presence and profile raising activities
- Provide editorial and messaging support on proposals and pitches as required
- Manage and provide advice on unexpected, ad hoc communication requirements

CAMPAIGNS

- Develop with the Business Development team and other stakeholders practice wide, industry and targeted awareness and engagement campaigns.
- Work with the Human Resources and Business Development team on internal and external communications profiling recruitment, promotions and general partner and staff on-boarding processes

INTERNAL

- Work with the Managing Partner and Shared Services Leads and Communications Team to execute the annual Internal Communications Workplan and calendar with the Communications team, providing advice and input where required on urgent and/or critical pieces.
- Lead the team responsible for the internal communication channels, including the CBP Intranet, Good News Stories, Connect to Client and other pieces.
- Proactively support, promote and build the Managing Partner's internal profile, through video, announcements and staff engagement activities.

LEADERSHIP

- Lead the Communications & Marketing team
 - Provide subject matter expertise and leadership of the whole team as part of the Brand, Clients & Markets Leadership team
 - Work with the Director to lead current and future projects including the Brand & Profile Project, and new website launch.
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ESSENTIAL COMPETENCIES

- Proven experience in a communications and marketing management role, including experience leading external communications and media relationships
 - Demonstrated experience in a professional services environment, ideally a legal practice
 - Tertiary qualifications in marketing or communications or other relevant areas
 - A commercial mind set, with a keen understanding of the importance of client engagement and positioning to sell services
 - Experience leading teams
 - A willingness to adapt processes and create efficiencies
 - Experience in using all forms of social media
 - Professional presentation and communication skills
 - Excellent interpersonal skills with ability to influence all levels of the legal practice with a focus on customer service
 - The skills to coach and guide stakeholders, both in the team and across the practice
 - Highly organised with ability to prioritise multiple tasks and meet deadlines in a fast paced environment
 - Exceptional proofing, editing and business writing skills
 - Proficient in Microsoft Office with advanced Word, Excel and PowerPoint
 - Demonstrable problem-solving skills and initiative
 - Ability to work autonomously and as part of a national team
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AN INTERVIEW WITH

RICHARD SCOTT

Director - Brand, Clients & Markets

You joined CBP two years ago after senior roles at Deloitte. Why did you join CBP?

Joining CBP was a compelling proposition for me. After 6.5 years at a global consulting firm, I was itching to get back to a sizable national firm and having been in legal previously, was very happy to re-join the sector. CBP provided a down-to-earth, welcoming culture, an established footprint across their areas of focus, and a mandate to take the firm to the next level in terms of in-market profile and business development strategy.

Tell us a bit more about what is planned for the BD & Marketing team in FY24.

Our team is in a great position; we have an amazing group of BD & Marketing professionals, our ratio of team members to size of firm is good, and we have a documented plan to really drive activity and firm defining projects in FY24. We have the support of the Partnership and Managing Partner Nick Crennan to do this, with projects focussed on elevating our brand and marketing efforts, developing multi touch point campaigns, taking an industry lens to our markets, and lifting our account management focus and pursuit activities. Our team is energised and well-respected across the practice.

What do you look for in Brand & Communications professional?

This is a very exciting time to be leading this team, and joining the firm. With a new brand strategy and visual identity recently signed off, the firm is energised for a strong 2024 with this team tasked with developing the activation strategy, embedding the brand across the firm, and driving in market activity. This role needs to own the strategy and bring passion, proactivity and energy across the practice.

Our team and the practice look to the Brand & Comms team to advise on best practice audience engagement, media relationships and profile raising activities, and to deliver professional campaigns in a timely manner.

This role needs to be strategic, inspire a team, challenge where required and celebrate success. It is important they are commercial, are alert to process improvement and data usage opportunities, and work across the team to deliver exceptional outcomes. They need to be able to have a laugh in the workplace and build strong relationships across the team and the practice.



Colin Biggers & Paisley has recognised the strategic importance of this role to their business and has invested in a full candidate search campaign with Seldon Rosser. To express your interest in this opportunity please contact

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