

Business Development Manager

Sydney | Melbourne | Brisbane





About Gadens

Gadens is a leading Australian law firm with over 100 partners and 800 staff across offices located in Adelaide, Brisbane, Canberra, Melbourne, Perth and Sydney. With our history dating back to 1847, our vision is to be a preeminent, independent firm renowned for providing outstanding client service, innovative solutions and value. (Lavan is an independent law firm in Perth operating in association with Gadens.)

We regularly undertake highly complex and day-to-day transactional legal work for a wide range of clients across multiple industry sectors. Our clients include major Australian and multinational organisations – we are advisors to more than a quarter of the Top 200 companies listed on the ASX – as well as many small to medium-sized businesses, and high-net-worth families and individuals.

Our aim is to help our clients achieve their objectives – providing an outstanding client experience for every client, every time. This is underpinned by our intense focus on understanding our clients, their needs and expectations and building meaningful, long-term relationships – a number of which span decades.

Our core values are the firm's foundation and reflect the essence and character of the firm – they define how we interact with one another and our clients.

Working at Gadens

When you join Gadens, you will be working in a firm where success is determined by the character and spirit of our people. Our culture is positive, proactive and energetic. We emphasise open communication and regular feedback.

We always look for talented, well-balanced people with excellent character who approach their work with passion and who excel at establishing quality relationships with clients and colleagues. In return, we offer a professional, yet immensely nurturing environment. Gadens is a dynamic firm, characterised by quick decision-making and accessibility to our partners and management.

Business Development Manager

Primary objectives

Working together with Practice Group, Sector, and Client leaders, and your colleagues in the Brand, Clients and Markets (BCM) Team, you will be responsible for providing advice and support on a range of business development and marketing initiatives to assist your portfolio achieve strategic objectives across business development and client-centric initiatives.

Reporting to

Senior BD Manager

Employment status

Permanent, Full time

Direct reports

No direct reports, however this may change as the team evolves. Indirect reporting lines with Advisors and Coordinators across the BCM team exist.

Salary range

Market-related

Location

Strong preference for Sydney or Melbourne. Willing to consider Brisbane for the right candidate.

Key internal relationships

- Brand, Clients and Markets Colleagues
- Practice Group Leaders
- Sector Interest Group Leaders
- Client Relationship Partners for strategic clients
- Partners and support staff

Key external relationships

- Clients
- Prospective clients
- 3rd party service providers
- Colleagues in similar roles across the Firm

Business development

Practice Groups (circa 70% of the role)

Planning & Strategy

- Develop and implement tailored business development strategies for a specific Practice Group.
- Collaborate with Practice Group Leaders to identify target markets, key clients, and growth opportunities.
- Monitor industry trends and competitor activity to inform Practice Group strategy.

Client & Relationship Management

- Identify and pursue new client opportunities aligned with the Practice Group's strengths.
- Assist in developing client retention and expansion strategies
- Participate in the Firm's client feedback program to enhance service delivery and business development efforts.

Marketing & Thought Leadership

- Drive marketing related activities to enhance brand awareness and profile for the Practice Group including managing thought leadership and other insights, deal profiles, directory and award submissions.

Pitching & Proposal Development

- Lead the development of compelling proposals, pitches, and RFP responses tailored to the Practice Group's offerings and in line with client needs.
- Create and maintain Practice Group-specific marketing materials and case studies.
- Develop strategies for pricing, value propositions, and differentiation in competitive bids.

Event & Sponsorship Management

- Identify and coordinate Practice Group participation in key industry events and conferences.
- Manage sponsorship opportunities and ensure alignment with business development goals.
- Plan and execute client networking events, roundtables, and webinars.

Tracking & Reporting

- Monitor and analyse business development performance metrics (including the Practice Group marketing and business development budget).
- Maintain an up-to-date pipeline of opportunities and client engagements.
- Provide regular reports to Practice Group Leaders on business development initiatives and outcomes

Sector Interest Groups (circa 15-30% of the role)

- Maintaining, enhancing and monitoring progress of the Sector Interest Group Plan.
- Driving sector-related business development and marketing initiatives including qualifying new opportunities to ensure that they warrant investment and align with the Sector Plan and firm's strategic direction.
- Engaging with partners and other practitioners to identify and action external profiling opportunities through memberships, associations and other third party relationships.

Strategic client relationship management (circa 15-30% of the role)

- Pro-actively managing a key client as part of the Firm's key client program. In conjunction with the dedicated Client Relationship Partners your role will include overseeing financial and operational matters including client reporting, driving relationship building activities and pursuing opportunities to win new work.
- Managing service delivery standards, KPIs and delivery of value-added services including training and education.
- Reviewing, negotiating and settling Legal Services Agreements as may be required for key clients.

Management

- Managing and providing day-to-day support for any direct and indirect reports and junior team members.





Key performance indicators

- Goals and objectives as set out in the annual performance review.
- Involvement in all aspects of the Position Description above to the satisfaction of the Senior Manager – Business Development and Chief Client Officer.
- Level of satisfaction amongst internal and external clients with regard to performance and delivery.
- Delivery of all projects within the agreed deadlines.

Qualifications / experience

- Tertiary qualification in Law, Business, Commerce or another relevant degree.
- Previous experience of 3+ years demonstrated success in a professional services or business-to-business BDM environment is essential.
- Excellent understanding of services marketing and business development principles and methodologies.
- Prior proposals, tenders and bids experience a necessity.
- Highly proficient with Microsoft Office products (Word, PowerPoint and Excel).

Skills and attributes

- Ability to switch between detail and the bigger picture.
- Experience working with and influencing senior stakeholders for strategic business outcomes
- High client and service ethic and ability to ensure service excellence and continuous improvement.
- Positive, 'can do' attitude toward work and a desire to learn and develop the role and other members of the BCM Team.
- Demonstrated attention to detail and accuracy.
- Self-motivated and independent, able to work with a minimum of supervision.
- Excellent verbal and written communication – able to write clearly, concisely and to a high standard, with an excellent grasp of grammar and punctuation.
- Excellent organisational and project management skills.
- Commercial awareness and ability to bring the client's perspective into the frame.
- Ability to effectively interact with peers and internal clients, including senior stakeholders.
- Ability to prioritise workload, manage time and schedule tasks, and be resilient to changing priorities.

Q&A

Renee Bidwell, Chief Client Officer



Why is this an exciting time to join Gadens?

Gadens is on an exciting journey of growth and opportunity. In the last 12 months, we merged our associated partnerships and formally entered the ACT market. Gadens now has five offices across Australia's east and south coasts and over 100 partners. We champion Australian business, policy and community, with the aim of being widely regarded as a leading, independent Australian law firm. With this refreshed strategic direction and national focus, we work with clients across the country and all of Australia's major industries and sectors. At Gadens, there is an opportunity for people looking to grow their career and develop their skillset, working as part of a well regarded Brand, Clients and Markets team to support our partners and lawyers deliver exceptional experience and outcomes to our clients through strategic BDM initiatives.

What do you look for in BD and MarComms professionals joining the Gadens team?

People who are curious, authentic, collaborative and embrace 'out of the box thinking' will thrive at Gadens. We are a team who operate as value creators, we know our roles and execute them well, and we are trusted advisors to our stakeholders.

Previous experience at a large law firm is essential; knowledge of how law firms of our size operate will set up any candidate for success.

We look for team members who are willing to share their prior knowledge and experience, who aren't afraid to get their hands dirty, and who will invest in building their knowledge of the firm/their practice area to instil confidence in our partners and leadership.

A successful Advisor in this role is someone who has previous media / PR experience; they have confidence dealing with journalists and will invest these relationships over time. Our new Advisor will be a self-starter and have plenty of initiative. The focus of this role is new in the team and we are keen to have someone join who can bring their experience and help shape the direction of our communications activity.

What can you tell us about the culture of the team and of the firm?

Our Brand, Clients and Markets team is 'team first'. We support each other, provide advice, share our experience and knowledge, all to ensure we get the job done to the highest of standards. Although we are spread across three offices, we make time to get to know one another, developing those personal relationships to better understand each other's way of working and skillset. Within our respective cities, we are social, enjoy each others company, and we spend time with anyone visiting from interstate.

Gadens has a supportive and social culture, with sporting, social and creative activities held throughout the year. We have a fairly 'flat' structure, unlike many typical law firms – partners and the management team are not 'off limits'. The firm lives by our values, putting people at the centre of everything that we do and pride ourselves on supporting our people to achieve their goals – in both their professional and personal lives.

We have a fully flexibly way of working; and what this looks like for any team or individual is different. The majority of our people have a hybrid working arrangement, within the Brand, Clients and Markets team there are no 'set days' in the office, so long as we are meeting our stakeholder and client obligations we are able to spend our time where works best and is most efficient for us.

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How to apply

Gadens 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
graham@seldonrosser.com +61 433 152 888
katie@seldonrosser.com +61 424 944 997

gadens.com seldonrosser.com

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