

gadens

Marketing & Communications Advisor

Melbourne | Sydney | Brisbane



SELDON
ROSSER



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.

Marketing & Communications Advisor

Primary objectives

Working together with the Brand, Clients and Markets (BCM) Team, you will be responsible for providing support and advice on a wide range of day-to-day marketing and communications initiatives to assist the team to achieve strategic objectives across marketing, brand and profile, business development and client-centric initiatives.

Reporting to

Marketing & Communications Manager

Employment status

Permanent, Full time

Direct reports

None

Salary range

Market-related

Location

Melbourne / Sydney / Brisbane

Key internal relationships

- Marketing and Communications Coordinators
- Events and Partnerships Manager
- Business Development Managers
- Business Development Advisors
- Partners and staff

Key external relationships

- Colleagues in the BCM team in other States
- The Gadens Management Team

Key duties

The day-to-day responsibilities of the role will vary, exposing you to a broad range of BDM activities and initiatives. This role will work across all practice groups, sector groups and in support of the 'whole of firm' profiling activity. You will possess advanced, polished drafting and key messaging skills appropriate for a professional services environment. Your track record in stakeholder engagement and development of relationships across the business will stand you in good stead to hit the ground running.

Marketing, communication & events

The Marketing & Communications Advisor will support the broader BCM Team to market the services and expertise of the firm, with a strong focus on external communications and stakeholder engagement. Applying a strategic approach, the Advisor supports a range of key internal and external relationships to ensure communication plans are established and delivered according to key strategic objectives, including the development and execution of clear positioning and messaging for the firm and its practice groups, with the goal of achieving strong brand recognition.

Communications

- Working closely with the Marketing and Communications Manager and the Chief Client Officer to develop, implement and measure the firm's external communications strategy.
- Develop relationships with key business, legal and industry sector journalists (state-based and national), to support the firm's media engagement strategy.
- Contribute to the development of the firm's brand identity through

Brand management

- Be a brand custodian and responsible for the management and implementation of the Gadens brand (consistency of the visual identity guidelines across the firm).
- Contribute to the maintenance and development of the firm's brand collateral.

Digital marketing

- Manage the firm's content pipeline and the dissemination of articles, media releases and content via digital and traditional media channels (including our website and LinkedIn), with a focus on data analytics to assess the firm's client engagement practices.
- Take ownership of the firm's digital channels, including content management, site maintenance, and forging a strong working relationship with the firm's Technology team and external developers/suppliers for continuous development of the channels.

Events and functions

- Work closely with the Events and Partnerships Manager to identify opportunities to achieve branding objectives through external events and partnerships.
- Work closely with the Events and Partnerships Manager to drive engagement with relevant client event content and thought leadership.

Directory and award submissions

- Identify opportunities for submission of entries into relevant legal directories, league tables and industry awards and rankings, as well as promotion of results.
- Support the team with the preparation of high quality directory and award submission responses.

Marketing collateral

(includes staff photos and CVs, promotional items)

- Coordinate office professional headshot sessions.
- Manage and maintain electronic business cards for professional staff across the firm.
- Manage and maintain the photo and image library and other brand collateral.

Project support

- Provide support to the BCM Team project initiatives, including assessment and testing of systems, development of new materials and strategies.

Administrative support and assistance

- General administrative support as needed.





Key performance indicators

- Goals and objectives as set out in annual performance review.
- Involvement in all aspects of the Position Description above to the satisfaction of the Marketing and Communications Manager and Chief Client Officer.
- Level of satisfaction amongst internal clients (performance and delivery).
- Delivery of all work within the agreed deadlines.

Qualifications / experience

- Tertiary qualification in Marketing, Communications, PR / Journalism or another relevant degree.
- 4+ years' experience in a professional services or business-to-business BDM environment.
- Highly proficient in marketing principles and traditional media/PR practices.
- Knowledge of digital and social media tools. Proven experience with applying this knowledge to communicate on behalf of a business or organisation.
- Working knowledge of InDesign and other Adobe design packages advantageous.
- Highly proficient with Microsoft Office products (Word, PowerPoint and Excel).

Skills and attributes

- Positive, 'can do' attitude toward work and a desire to learn and develop the role and other members of the BCM Team.
- High client and service ethic and ability to ensure service excellence and continuous improvement.
- Ability to effectively interact with peers and internal clients, including senior stakeholders, and external stakeholders alike.
- Excellent verbal and written communication – able to write clearly, concisely and to a high standard, with an excellent grasp of grammar and punctuation.
- Proven writing skills for various audiences and mediums, editing, publication planning, and writing of media releases and news articles.
- Excellent organisational and project management skills.
- Demonstrated attention to detail and accuracy.
- Ability to prioritise workload, manage time and schedule tasks, and be resilient to changing priorities.
- Strong planning and organisational skills.

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 flexible 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

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