



SELDON
ROSSER

Opportunity Prospectus

Clients & Markets Director

About Chapman Tripp

We are dedicated to our profession, our clients and each other.

We'll support you to thrive

We are dedicated to our profession, our clients and each other. You will be hard pushed to find a group of more passionate and devoted lawyers. We count ourselves lucky to be part of a progressive firm that is at the forefront of law in New Zealand. Our reputation for hard work and getting results keeps us on our toes and motivates us to continue to do things better and smarter.

The firm that leads

We relish our position and reputation as an innovative and leading law firm. In a market crowded by legal tradition, we choose to look to the future. We embrace technology and see it as a tool to better serve our clients, and we are constantly pushing the boundaries of legal know-how. We are not content to stand still. We never stop learning and improving.

Separating ourselves from the pack

Being the firm that leads allows us to constantly challenge ourselves to deliver more value and high quality legal work. It also enables us to work on the largest, most complex and high-value transactions, projects and disputes in New Zealand.

Our firm

Not only do we work with our clients to help them succeed, but we are at the forefront of regulatory change, using our knowledge and expertise to shape a better future for all New Zealand. We bring 57 partners across 3 offices, 135 business services staff and 200+ legal staff.

Our vision

To be Aotearoa New Zealand's leading law firm, trusted and valued by our clients, people and community.

Our culture is unique

It drives our success. Our values enable us to think and act in ways that challenge the perceptions of a traditional law firm and underpin the relationships we have with our clients and with each other.

Manaakitanga

Respect & reciprocity – with our team our clients and our community. Through our work we lift your mana and you lift ours. We wholeheartedly embrace manaakitanga; we nurture and respect one another regardless of life experience, gender, religion, ethnicity, sexuality or physical ability. We want our workplace to reflect the society in which we work and operate in. Having a diverse workforce is important not only to deliver top quality work, but to ensure our clients and community can be served by people they can relate to and who advocate for them.



The opportunity to join the team

Reporting to

**Chief Executive Partner or
Chief Operating Officer**

Business Unit

Clients & Markets

Location

Auckland

Purpose of the role

As a member of the Senior Leadership Team (SLT), the Clients & Markets Director plays a pivotal role in leading the organisation to achieve its client related strategic goals and strengthen our national business development efforts. Our strategy focuses on enhancing the Chapman Tripp brand and increasing our market visibility. This requires the Clients & Markets Director to demonstrate collaborative leadership with both the SLT and the partner group, undertake responsibility of key business initiatives and priorities, and lead the development and execution of the organisation's clients and markets strategies and priorities.

The Clients & Markets Director leads the Clients & Markets team, which provides client and marketing support for the partners and teams as well as providing robust business partnering and strategic and operational advice. This role is also responsible for the oversight of the development of internal and external communications.

This role is responsible for establishing, maintaining and growing partner and client relationships as well as working with partners and teams to ensure an exceptional experience to clients in their interactions with the firm.

This role is responsible for building the trust and credibility of partners with their clients through working with partners on how to effectively interact with clients and build client relationships.

Key Result Areas

KEY ACTIVITY	PERFORMANCE CRITERIA AND OUTCOME
Senior Executive Leadership	<ul style="list-style-type: none"> Supports the CEP and/or COO by living and modelling the firms values Demonstrates collaborative leadership e.g. with the CEP, COO, SLT, partners and other senior members of the firm to ensure business objectives and commitments to its various stakeholders are met Contributes to the development and implementation of the organisation's client related strategies Shows visible leadership and expertise in own field and is client focused i.e. both internally and externally to the firm Builds strong relationships with the CEP, COO, SLT and partner group, provides expertise in own field and challenges the status quo
Strategy and Planning	<ul style="list-style-type: none"> Develops, implements and communicates a Clients & Markets Strategy (incorporating a Brand Strategy and Social Media Strategy) to support the firm to optimise resources to achieve strategic goals. Collaborates with partners and other leaders to develop clients and markets-related plans, targeting key priorities and objectives which align with the overall firm strategy and priorities Ensures that strategies, plans and initiatives are pragmatic, innovative, and coherent with market practice Leads the development and review of client and markets-related policies that support wider strategies and plans
Clients	<ul style="list-style-type: none"> Understands the firms existing client base with a view to identifying opportunities to broaden and strengthen existing client relationships Establish a defined, strategic approach to pitching that maximises chances of success, with a focus on identification of opportunities, the pitch process and compelling presentation structures. Facilitate and influence partners to work better together when going to market and to facilitate a one firm approach Develops client related strategies to drive the growth of the firm, including the growth of practice and sector specific revenue streams, client portfolio and client relationships, new services and opportunities Oversees the design and implementation of client related initiatives that all link to the strategy of the firm Collaborates with CEP and/or COO to determine service offering portfolio and strategy Provides business development advice to partners to equip them with targeted strategies and the confidence to go to market effectively Provides business development insights and reporting to partners and other senior leaders

Clients First

- Develops a client experience strategy to drive the growth of profitable and sustainable client relationships
- Enhance how the firm engages with clients and delivers value ensuring a consistent, high quality client experience that fosters long term client relationships
- Leads the development of sector focussed initiatives ensuring they align with broader business development objectives and deliver tangible outcomes.
- Provides advice, education and support to the organisation on client interactions to ensure clients receive consistent, exceptional service
- Provides reporting and insights on client relationship management as required
- Promotes and advocates for a client centric culture
- Oversees client feedback and performance benchmarking
- Oversees the teams involvement in all panels, pitches and RFPs through to capability statements.
- Ensure CV's, the website and the intranet are all kept up to date

Business Performance

- Drives collaborative and effective leadership across the Clients & Markets team to maximise its performance
- Ensures that the financial performance of the Clients & Markets team is monitored, and appropriate action is taken to ensure expenditure targets are managed appropriately
- Manages the clients and marketing spend for the firm, ensuring robust cost controls are in place and initiatives are evaluated to ensure value is derived from the spend
- Ensures commercial and financial disciplines are in place within the Clients & Markets team and creates a sustainable culture, where these disciplines are applied at all times
- Ensures robust client and markets processes are in place across the firm and drives a culture where these disciplines are valued and followed at all times
- Provides the CEP, COO, SLT and partners with relevant and timely information, analysis and recommendations regarding client performance and progress against initiatives and priorities

Marketing and Communications

- With the Marketing and Communications Manager, safeguard and enhance the Chapman Tripp brand reputation in market
- Review marketing and business development campaigns in place to assess their effectiveness
- Oversees all media interactions to maintain and protect the firm's reputation
- Develops a marketing and communications strategy to drive the growth of the firm and practice groups and supports the firm in its strategic goals
- Oversees the design and implementation of marketing and communications initiatives across the organisation
- Manages marketing and communications advice to partners and senior leaders within the firm
- Oversees and negotiates key strategic partner

Key Client Leadership

- With CEP and/or COO to set the strategic client strategy and actively manages the portfolio across the BDMs
- Delivers best practice account leadership methodologies and approaches
- Coaches and mentors key client teams (through the BDMs) to deliver growth
- Participating and leading individual key accounts (where appropriate) and supporting the BDMs to do the same

Client Voice

- Evaluates the client feedback and response programme which includes relationship, mid engagement (NPS surveys) and post decision reviews with a view to maximising the value to the firm of the data that is generated
- Leads the client feedback programme and post decision reviews (with the appropriate partner)
- Provides feedback and suggestions on way forward to partners post client meetings/reviews

Internal Relationship Management

- Establishes and sustains strong trusting relationships with internal and external stakeholders and exerts influence to achieve the firms strategic objectives
- Influences others to buy-in into the firms strategies and initiatives
- Works collaboratively with the partners to help them achieve their business plans and strategic objectives
- Work with the C&M team to ensure the business partnering model is working effectively and tests this regularly with partners
- Reviews the BD training framework that upskills partners and teams , embedding a business development mindset into daily routines

People Leadership

- Lives firms values and standards
- Provides leadership, coaching, mentoring and development support to all direct reports
- Manages the expectations and capacity of the Clients & Markets team in terms of service delivery to the firm
- Manages the Clients & Markets resources to ensure high quality delivery of day to day support for bids, events, briefings, campaigns etc
- Ensure all that the Clients & Markets team have the skills, understanding, capability and training required to perform in their roles
- Recognises high performance and ensures poor performance is actively addressed
- Establishes clear communication lines with team and promotes a culture that is based on the organisations core values
- Seeks and receives regular feedback from the CEP, COO, SLT and partner group on team performance

Key Relationships**Internal**

- Chief Executive Partner
- Chief Operating Officer
- Senior Leadership Team
- Partners
- Senior Associates

External

- External trainers / consultants
- Clients
- Professional services community
- International business organisations and referral partners
- Media

At Chapman Tripp, we offer you the opportunity to collaborate with smart, passionate, genuine people, working with clients on Aotearoa New Zealand's most interesting and complex legal transactions, projects and disputes.

Experience a firm that invests in its people and community. Our values enable us to think and act in ways that challenge the perceptions of a traditional law firm and underpin the relationships we have with our clients and with each other.

As one of New Zealand's largest partnerships, we have the technology, resources and structures in place for you to do your best work.

In addition to the financial rewards you would expect from a leading law firm we also offer a number of great benefits.

Benefits of working at Chapman Tripp



Flexible
working



Market leading
parental leave



Annual wellbeing
allowance & health
insurance



Additional paid leave:
your day your way &
volunteer days



Social events and
team retreats





About You

Key Skills and Experience Required

- Degree qualification
- Significant Marketing and BD experience working in a professional services/partnership environment with an understanding of the legal sector, ideally in a Director/Head of role
- Ability to influence, engage and build strong relationships at all levels internally and with clients and other key influencers externally
- Commercial mindset with a client centric approach – understands the NZ market and how to create value for the firm
- Proven ability to develop and implement clients and marketing strategies with a track record of driving growth
- Results driven
- Strong delivery focus with a record of accomplishment
- Invests time and resources to the longer-term strategic direction of the firm
- Can build trusted relationships across the firm
- Can make decisions which lead to the achievement of objectives
- Strong team player with a collaborative mindset and contributes to a positive and supportive work environment
- Self-motivated with the ability to inspire and drive others, fostering a high-performance business development culture
- Proactive with excellent organisational skills
- Carries out responsibilities in a way that aligns with the firm's values

How to apply



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Chapman Tripp 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
Katie Rosser on katie@seldonrosser.com | +61 424 944 997 or
Graham Seldon on graham@seldonrosser.com | +61 433 152 888.