

SIMPSON  
GRIERSON



# Clients & Markets Director

Opportunity Prospectus

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# About Simpson Grierson

Simpson Grierson is one of Aotearoa New Zealand's premier commercial law firms comprising 45 partners and consultants, supported by approximately 175 lawyers and legal executives across its Auckland, Wellington, and Christchurch offices.

They work with leading businesses and public sector organisations on many of New Zealand's most significant deals, projects and disputes.

They invest in their clients, earning trust through exceptional service, open communication, and helping them to grow and succeed. They shape their service around specific client needs, delivering commercially-savvy legal advice while solving problems and anticipating others.

## Working at Simpson Grierson

In 2025, Simpson Grierson was named a 5-star Employer of Choice by HRD New Zealand Magazine, highlighting its outstanding workplace culture and employee satisfaction. Simpson Grierson, places a strong emphasis on professional growth, and fostering a deeply people-focused culture. Staff are supported with a sector-leading learning and development program, clear career progression frameworks, and benefits like study support, professional membership subsidies, and generous parental leave provisions. Flexibility is also a key feature, with work-from-home options, wellness payments, and an additional 'SG Day' off each year.

The firm's culture is anchored in the principle of "putting people first," which permeates every aspect of its operations. There is a strong focus on diversity, inclusion, and belonging, supported by employee-led networks and celebrations of cultural events such as Matariki, Diwali, and Lunar New Year. Initiatives like the THRIVE wellbeing program, access to the Sonder platform for 24/7 mental and physical health support, and a vibrant calendar of social and community engagement events contribute to a connected and inclusive workplace. Staff testimonials speak to a collaborative environment where trust, respect, and support are not just valued but lived daily, creating a workplace where individuals feel they belong, are empowered to do their best work, and can build meaningful, long-term careers.



I can't overstate the importance of high quality business development advice and support to our business. All our practice areas operate in highly competitive markets –we need to be exceptional in how we prospect for work, develop client relationships and build our reputation. We rely on our marketing specialists to provide us with great advice and to help us deliver our BD initiatives.

**Phillipa Muir, Chair**

# Client & Markets Director

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## Reports to

Managing Partner

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## Direct reports

Four: Marketing & BD Manager (with three direct reports); Senior Communications Manager; Marketing Assistant; Legal & Client Support Coordinator

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## Purpose of the role

The Client and Markets Director has a senior leadership role within the firm. The purpose of the role is two-part.

- First, the Client and Markets Director will lead the firm's business development and marketing function, and ensure it supports delivery of the firm's strategy.
- Secondly, the Client and Markets Director will work alongside the Executive Team and Managing Partner on all aspects of the firm's strategy. As a member of the Executive Team, the role will support developing the firm's strategy and be involved in implementing and monitoring the client and markets projects that support the strategy.

## Success looks like

This is a senior advisory role within the firm. The ability to build credibility and strong relationships with the Board and partners, and advise, coach and influence them will be central to delivering key requirements of the role.

The success of the role will be seen through:

- our ability to initiate, grow and maintain profitable client relationships
- the strength of our brand and market reputation
- the delivery of strategic projects that add tangible value to the firm.

Ultimately the role is focused on creating competitive advantage for the firm in its markets.

## The Firm

At Simpson Grierson, our best future is in helping you shape yours; supporting your success, creating great outcomes, and investing in long-term relationships. We tackle challenging and varied work, including projects of national significance. As part of the team, you'll receive great support and training, and enjoy fantastic opportunities to succeed and grow.

## Key responsibilities

### Team leadership

The role will lead the firm's marketing team and ensure that it is delivering a high level of performance for the firm. This includes ensuring that the team has a clear business plan, and that individuals are delivering against their own responsibilities and objectives.

Mentoring and coaching team members is an important aspect of the role.

## **Clients and markets**

The role will have overall responsibility for the firm's key clients and markets initiatives, including:

- tenders and proposals
- strategic client programme (and CRM generally)
- sector-based targeting initiatives
- practice area marketing
- training and development programmes for lawyers.

These are all areas where the marketing team will take a lead in advising the business on how to deliver successful results, and on developing and implementing our approach.

The role is expected to have an informed understanding of external developments that impact our clients and markets, and that client feedback is regularly being obtained.

## **Reputation management and protection**

The role will advise the Chair and Board on reputational risk issues, including media responses if required.

## **Client communications**

The role will ensure that there are regular published communications (external and internal) that support the firm's strategy, brand development and marketing plans.

Externally, this includes campaigns, thought leadership, newsletters (FYIs), social media, website, video, and proactive media. Internally it includes the weekly Chair Update, intranet and staff update sessions.

## **Core marketing activities**

The role will be responsible for ensuring that the core programmes and systems that underpin our marketing are run effectively and that we leverage our investment in them. This includes a project to review the firm's client relationship management database.

## **Strategy development**

Along with the Executive Team, the role will support the Managing Partner to develop the firm's strategy. This includes:

- analysing external and internal client & market factors to inform planning
- preparing draft strategy documents for discussion as directed by the Managing Partner
- supporting the Managing Partner to plan sessions with the Board as required, including identifying the projects that will underpin delivery of the strategy
- ensuring that the strategy is communicated well to partners and the wider firm.

## **Strategic projects**

The role will work with project teams to ensure that priority strategic projects are being implemented and reported back on to the Board. For key client and markets-related projects, the role will take a lead role in implementing them.



## Team and key relationships

Internal	Relationship
Managing Partner	Reports to the MP
Board	Advises the Board as required
Executive	Is a member of the executive leadership team
Partners	Partners with and advises all partners of the firm (business owners)
Business & Support Services	Provides strategic direction, leadership and operational know-how
Legal Teams	Provides strategic direction, leadership and operational know-how
Marketing Team	The role will lead the firm's marketing team, including business development, communications and marketing professionals.
External	<p>The role will also be expected to build strong external relationships with key external stakeholders, including clients, international law firms, and organisations with which the firm has partnerships. These include:</p> <ul style="list-style-type: none"><li>• sponsorships and memberships</li><li>• international networks</li><li>• directories and awards</li></ul>

## Budgeting

The role is responsible for developing and monitoring the firm's marketing budget, and also for approving all marketing expenses.

## Management

The role will attend two-weekly Executive meetings. Reports and papers will be prepared for these meetings, as required.

## Firm champion

The role will be a key champion for the firm, internally and externally. In particular this includes promoting and living the firm's values.



## Qualifications and experience

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### Essential

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- Tertiary qualification such as Bachelor of Commerce with a marketing major, or LLB.
  - At least twelve years' relevant work experience, ideally within professional services.
  - Legal or professional services experience.
  - Well-developed and professional interpersonal skills; ability to operate effectively at senior levels of the firm.
  - Advanced knowledge of marketing, business development and sales principles in a professional services environment or similar.
  - Excellent communication skills, both written and oral.
  - Ability to exercise good judgment and discretion when handling confidential and sensitive information.
  - Organisational skills to manage time well, prioritize effectively, and handle multiple deadlines.
  - Ability to undertake and manage large, long-term projects and effective use of firm resources.
  - Proficiency in PC applications, specifically PowerPoint, Microsoft Word and Excel.
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### Desirable / advantageous

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- Familiarity with document and practice management systems (eg FileSite, InterAction)
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## Behavioural and technical capabilities

**Strategic:** Aligned with the firm's strategy and focused on medium to long-term success. Able to identify and analyse relevant external and internal opportunities and threats.

**Results driven:** Takes accountability to deliver results. Is focussed on priorities and delivery. Excellent problem solving skills. Has exceptional project management skills, with the ability to organise, plan and execute projects.

**Influencer:** Is well connected and respected in their field. Builds strong relationships and a profile both internally and externally. Is able to leverage their network.

**Communication:** Is a strong, positive and prolific communicator. Is energetic and comfortable with public speaking.

**Coach:** Empowers and motivates others to succeed.

**Resilience:** Is not phased by set-backs. Is optimistic when obstacles arise and keeps a positive disposition to keep team motivated and calm when under stress. Competent to swiftly handle multifaceted difficult situations and find resolutions with diplomacy

**Catalyst:** Actively seeks out and champions opportunities for change which adds value to the business.

**Creativity:** To challenge current practices and ways of thinking and encourage technology adoption and professionalism.

**Curiosity:** Always looking for new ideas and new thinking.





## Our values

The future is something to look forward to, and we are invested in that, for our clients, our people and for our country. The common thread is our values. No matter where you are in our organisation, those hold true.

### Putting people first

Putting People First is fundamental to everything we do. We live this by prioritising wellbeing and building healthy relationships based on mutual respect, trust and integrity.



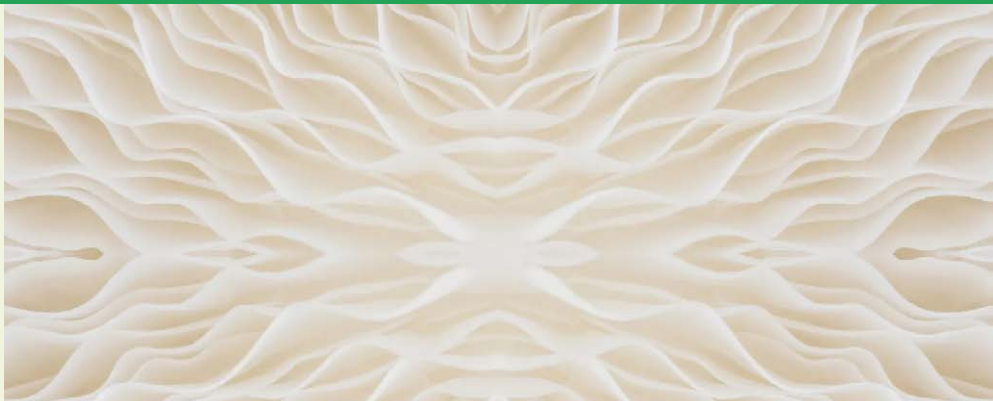
### At our best

We always strive to be At Our Best. This means delivering excellent service and the best outcomes for clients, as well as developing and empowering our people to deliver their best.

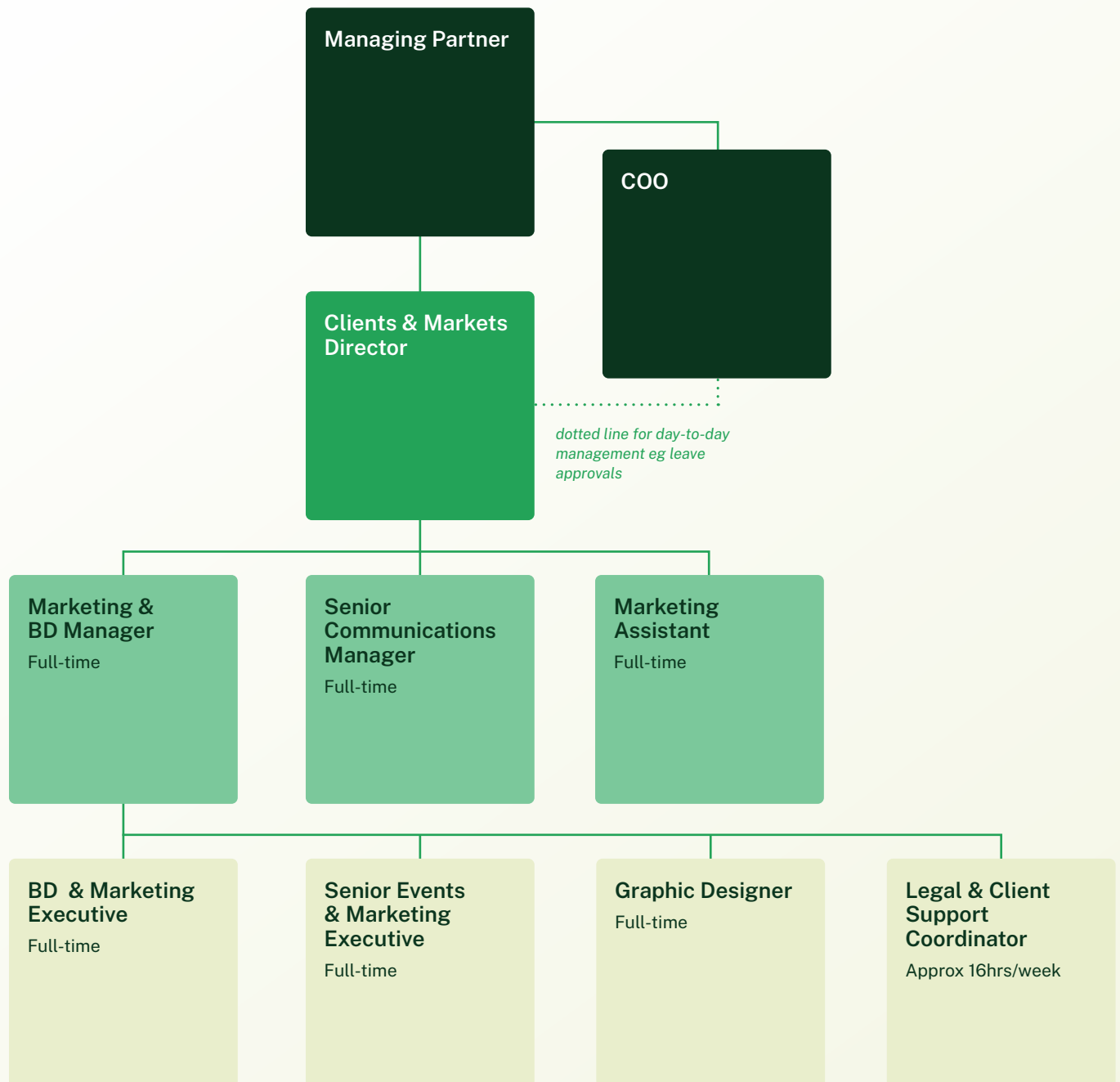


### Energetic for change

And we are Energetic For Change. Seeking to do something better for our clients, people and community today, than we did yesterday. And embracing innovation and initiatives that create positive change.









## Q&A with Andrew Harkness, Managing Partner

### Why is this a good time to join Simpson Grierson?

I feel that Simpson Grierson is a firm on the move. We have a strong market position and brand which differentiates from other firms, but we want to build on this over the next five years. This role is central to our ambitions, and will offer a really meaningful opportunity to the successful candidate.

The firm is focused on growth not only in clients, but more so within the Simpson Grierson team. An example of this, is the strategic objective of building our partners and partner pipeline. It's an exciting time to be part of this as it will shape the direction of the firm and more importantly the clients and markets opportunities.

### How does this role fit into the firm's strategy?

Our go-to-market programmes are a key part of the firm's strategy. We've recently restructured the firm around nine practice areas, specifically to align more with our clients and drive more effective market activity. A key part of this role is working with our practice groups to ensure that their plans are well developed and implemented, but also importantly that we are co-ordinated across the firm. To support our BD activity, we have a real focus in our strategy on equipping our people with excellent prospecting and Cx skills.

### What attributes do you look for when appointing people to the leadership team?

For me, I want people who can bring ideas and insights to the table. I want to be advised on what we could be doing better, and how we should be developing and implementing our market plans. For this role, this means developing a detailed understanding of the work that the firm does and our clients and market dynamics. The ability to build strong relationships with partners, implement those plans effectively and in a timely manner, communicate confidently and clearly (but also listen well) and to be respected as a senior level adviser is particularly important.

### How would you describe the culture of Simpson Grierson

Simpson Grierson is noted for the strength of its culture, and we are proud to have won multiple 'Employer of Choice' awards. For me, the essence of our culture as it impacts this role is collaboration and energy – we don't operate in silos, and there is a real desire across the partnership to work together to deliver great results. There is also a real respect of and regard for our business services teams, and the quality of advice and support they provide.

## How to apply

Simpson Grierson 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 Seldon on [graham@seldonrosser.com](mailto:graham@seldonrosser.com) +61 433 152 888.

[www.simpsongrierson.com](http://www.simpsongrierson.com) [seldonrosser.com](http://seldonrosser.com)

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