# POSITION DESCRIPTION

KING&WOOD MALLESONS 金杜律师事务所

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| **Position Title:** | Business Development Adviser – FS sector and B&F practice |
| **Supervising Partner / Manager / Supervisor:** | Senior Client Relationship Manager |
| **Practice Group / Shared Services Team:** | Business Development and Marketing |
| **Location:** | Sydney |
| **Date Created / Last Edited:** | March 2021 |

## Working. Respect. Together

King & Wood Mallesons is committed to creating an inclusive, fair and respectful culture.  We require all partners and staff to contribute to a safe working environment which is free from unlawful discrimination and/or harassment.  We also require partners and staff to maintain a professional standard of dress, appearance and behaviour during work and at work related functions.

We acknowledge, understand, accept and value differences among all our people. This may relate to age, marital status, ethnicity, carer's status, gender, physical and mental disability, sexual orientation, gender identity, gender expression, spiritual practice or religious belief, for example.

We recognise the importance of reconciliation with Aboriginal and Torres Strait Islander peoples and pay our respects to them as the traditional owners of country.

## Position Summary

Contribute to the firm's Business Development strategy to execute against profitable growth opportunities across Australia and internationally by applying market insight, business development, relationship building and brand enhancing skills.

The Business Development Advisor role will provide support for:

- the Financial Services (FS) sector, Banking & Finance (B&F) practice group (as part of a team); and
- at least two of the firm's strategic or growth client relationships.

As a member of the national Business Development & Marketing team, you will be focused on implementing the firm's client and sector strategy.

The core focus of this role is to support the business development (BD) strategies and marketing activities of the FS sector and B&F practice group, working closely with the Client Relationship Managers and Advisers for those groups.

More generally, this role will support the BD team in the development, preparation and execution of strategic plans and marketing materials, tender/bid submissions (as well as efficiently maintaining content, tools and templates), conducting research on industry and competitor trends, contributing to planning and strategy development as well as client engagement.

Reporting to a Senior Client Relationship Manager and working closely with the broader BD team, this exceptional opportunity represents a chance to develop and enhance your career in a broad business development and marketing role with recognised leaders in their field where you'll be both challenged by and exposed to a number of development opportunities.

## Your Key Responsibilities

- Working with BD colleagues to develop and execute the client and BD strategies and priorities for the FS sector (e.g. bank and non-bank lender sub-sectors) and B&F practice group including leading various product areas.
- Supporting the BD team to implement plans and initiatives across sectors and geographic markets, both domestically and internationally
- Identifying client feedback opportunities for the practice group and executing a plan to ensure key client and matter coverage
- Supporting account leadership teams and client service teams with client management and relationship development activities e.g. account plans, relationship mapping, identifying client issues and drivers, developing strategies and ideas to solve client problems and convert opportunities
- Building your own network and liaise directly with clients and industry bodies to understand and support their business, co-develop on market opportunities for our clients and ensure service expectations are met
- Preparing high quality documents and materials, including client driven collateral, pitches and tenders, directories submissions, reports and award submissions
- Support FS and B&F marketing campaigns and initiatives - develop client driven, innovative thought leadership in conjunction with the Clients and Sectors, Marketing Communications and Corporate Affairs teams
- Actively manage and monitor practice group and sector budgets
- Maintaining the CRM and other client data, client reporting and client / market research
- Working with the BD team to coordinate successful client engagement, sponsorships and industry partnerships

## Your Key Relationships

- National Business Development & Marketing team – in particular, the CRMs for the FS sector/B&F practice
- Business Development Advisors and Executives (National)
- Sector CRPs and leads, partners, legal staff and practice assistants
- CRP and ALT for strategic clients
- Other Shared Services teams

## Capabilities

Our Capability Framework is a key tool to help drive business results and achieve our vision of leading the way in creating value, centred on what our clients need.

To succeed in this position the following capabilities are to be achieved:

**People**

- Respectful and supportive interactions that lead to firm high performance
- Building effective teams by empowering and coaching people
- Leading through collaboration and accountability

**Clients**

- Consistently delivering superior client service

- Becoming a trusted advisor through deep understanding of the client
- Building strong and enduring client relationships
- Adapting flexibly to a changing environment to meet client needs

**Firm**

- Application of technical knowledge to advance the client's commercial objectives
- Development of legal and industry/sector expertise
- Effective practice and project management
- Building your professional reputation
- Achieving financial and cost targets
- Commitment to continuous improvement through innovation
- Applying business acumen in pursuit of opportunities for the firm and clients
- Effective workload and project management

**Financial**

- Applying business acumen in delivery of service to clients
- Achieving business, project and budget goals
- Commitment to continuous improvement through innovation

## Knowledge

- Tertiary qualifications in Marketing, Business, Law or Commerce (preferred)
- Minimum of 4 years' relevant experience with demonstrated track record of success in business development roles within a corporate, professional services or related organisation
- Experience in the FS sector (preferred but not a prerequisite)
- Expertise, experience and track record in practice development and key account management
- Strong verbal and written communication skills, strong presentation skills
- Ability to juggle numerous projects in a fast-paced environment working to tight timetables; composed under pressure
- Pro-activity and the ability to exercise judgment regarding how/when to push key agenda items forward and how to build interest or buy-in

## Skills and Attributes

- Interest in BD & Marketing and contributing to enhancing the client experience
- Passionate about our external and internal client's success
- Ability to work well with others and as part of a large, multi-layered team, to work collaboratively and be a 'team player'
- Ability and willingness to communicate with management, partners and clients at all levels (i.e. considering the optimal approach to relevant stakeholders and how to elicit the desired response)
- Ability to win the confidence of clients (internal and external)
- Pro-activity and the ability to exercise judgment regarding how/when to push key agenda items forward and how to build interest or buy-in
- Attention to detail
- Ability to support the production of high -quality written communications
- Ability to prioritise and manage competing demands, and deliver against deadlines
- Ability to undertake research tasks and apply analytical skills

- Ability to analyse, problem solve and apply appropriate use of judgment
- Advanced software skills notably Office, Word, Excel, PowerPoint
- Sound understanding of client management databases and software (desirable)

## Our Vision and Values

Our global vision…

‘To create a unified top tier global law firm headquartered in Asia’

Across our global firm we have values that guide us and that we aspire to live up to…

Client centric
Dynamic and entrepreneurial
One team.  One firm
Excellence and innovation
Stewardship
Global Perspective

…these are the same whichever part of the firm you work in, in all countries.

*As King & Wood Mallesons evolves to meet changing strategic and operational needs and objectives, so will the roles required of its staff.  As such, this document is not intended to represent the position which the occupant will performs in perpetuity.  It provides an overall view of the incumbent’s role as at the date of this statement.  In addition to this document, the specifics of the incumbent’s role will be described in local area work and project plans, and in performance plans developed by the incumbent and relevant partner/manager as part of KWM’s performance evaluation, development and progression processes.*