BD Manager (HLS and CGR Industry Groups) – Asia Pacific

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| About the role |
| **Role Title** | BD Manager (HLS and CGR Industry Groups) – Asia Pacific |
| **Business Services Function** | Business Development, Marketing and Communications (BDMC) |
| **Role Type** | Full-time, Permanent |
| **Location** | Sydney, Melbourne, Brisbane, Singapore, Hong Kong, Kuala Lumpur, or Manila Center |
| **Cost Center** | AMS9PBD029 |
| **Role purpose** | To manage the strategic focus of revenue-driving activities of the Asia Pacific (AP) Healthcare Life Science (HLS) and Consumer Goods & Retail (CGR) Industry Groups. The role holder will be instrumental in developing a strategic, market-leading BDMC business-partnering capability that enables the industry group to win, retain, and grow business through consistently high standards, engaging thought leadership as well as strong key client relationships and account management. |
| **Main responsibilities** | * Work with the AP IG Leaders and Steering Committees, Fee Earners, as well as Expert Functions and Global Center-based Services to proactively plan and deliver a compelling BDMC strategy across the Industry groups across AP offices; understanding regional and local market needs and dynamics
* Drive revenue opportunities by deploying cross-practice products and client solutions, particularly the Digital Transformation, Supply Chain, and Sustainability client solutions, ensuring that the appropriate HLS and CGR key clients are being targeted with thorough ROI tracking
* Focus on growing IG-specific work from key clients using strong client relationship management skills. Identify regional growth opportunities and collaborate closely with client managers to take our services to program clients
* Plan, organize, and deliver high-quality cross-border client events to position the Firm as a market leader in HLS and CGR IGs, targeting carefully selected existing key clients and new clients, with a strong focus on ROI tracking, profitable revenue generation, and increasing brand profile
* Work with the IG Leader and Steering Committee, Fee Earners, and Client Managers to develop plans that deliver growth to the appropriate industry key clients and regional key clients by using firm-wide best practice BDMC activities which will drive sustainable profitable revenue generation and increase profile
* Working with the Industry Group Steering Committees to regularly review activities during (monthly) conference calls and face-to-face meetings; producing analyses of activity versus plans, demonstrating value added of activities undertaken; producing and interpreting financial/fee reports; monitoring expenditure against budget
* Stay on top of business, industry, clients, and competition intelligence and keep the Industry Partners informed of recent trends and opportunities which help develop business
* Input to Industry Group strategy meetings and training (generally held annually) to shape the agenda and ensure a balance between 'technical' and BD content and activities. Briefing events team on logistical requirements for the meeting.
* Develop and deliver strong, compelling cross-border pitches and proposals for the IGs, aiming for a high win rate. Working with the AP Proposals team and other BD colleagues, where appropriate. Follow up for pitch de-briefs and track wins/ losses
* Working closely with the dedicated BD Coordinator, guide the Client Experience team on key information and statistics relating to Industry Group activities (e.g. key deals and matters)
* Partner closely with our expert BDMC functions (Key client management, Communications, Pitch Excellence & Pursuits, Pricing Excellence, Legal Project Management, GIGs, and RIGs) to ensure our in-region media engagement, proposal preparation, and pitch training for attorneys, pricing options, and alternative fee arrangements strategies align with the requirements of the regional business as well as global best practice
* Ensure regular best practice and success stories sharing with GIGs and in-market BD colleagues, providing guidance on regional priorities and proactively exploring collaboration and alignment efforts
* Work with our global BDMC end-to-end services teams (Marketing Services; Directories, Awards, and League Tables; Event Management) around local production needs including proposal and communications templates; marketing material, campaigns, and channels; roll-out of branding communications and advertising; managing submissions for awards, league tables, and directories; and local event requirements
* Provide mentoring and coaching to the dedicated BD Coordinator and other junior members of the team
* Actively contribute to team meetings with RIGs, GIGs, and client teams
* Guide our Communications professionals to drive both internal and external communications for practice development in locations across AP, local, and social media to channel the Baker McKenzie brand, identity, and culture through a single, uniform, and strategically consistent communications voice
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| **Travel requirements** | Occasional travel to AP offices, Regional IG Meetings/ Training, and AP Partner Meetings |

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| About the team |
| **Function** | The BDMC function works closely with our Partners and leadership teams to:* Increase our revenue, profitability, and share across markets, industries and clients
* Enable us to win, retain, and grow business through powerful pitches, engaging thought leadership, and strong relationship management
* Lead market & client intelligence efforts to create new service line opportunities in industry and practice groups
* Channel the Baker McKenzie brand, identity, and culture through a single communications voice
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| **You will report to** | Associate Director, AP Clients & Industries |
| **Your direct reports, if any** | Possibly |
| **Key relationships** | * Partners, attorneys, BDMC Colleagues, Business Professionals' colleagues
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| About the candidate |
| **Technical skills, qualifications and experience** | * Technical corporate knowledge desired and strong industry knowledge preferred
* Master's or equivalent degree in business administration, marketing, or similar qualification an advantage
* Excellent organizational and project management skills
* Fluent English essential, both written and oral English fluency
* Team spirit is essential, ability to work collaboratively across teams
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| **Personal qualities** | These personal qualities represent the shared characteristics of high performers across Baker McKenzie, regardless of job level and location. **Know-how*** Demonstrates the ability to identify the real issue, and to anticipate requirements and potential consequences; distills a range of possibilities by thinking in a considered, prudent manner
* Has the capacity to take on new ideas and develop knowledge and to think holistically about business and address media, analyst, employee, and client audiences
* Able to move through a variety of tasks requiring different approaches, knowledge, and expertise, with the agility of mind and capacity for analysis and synthesis

**Dedication*** Driven by a strong personal sense of integrity and upholds exemplary quality standards
* Prepares thoroughly, takes responsibility, uses initiative, and is self-reliant to ensure work progresses to the fullest extent possible
* Hardworking and diligent with a keen understanding of client demands
* Demonstrates composure when dealing with difficult situations

**Personal Impact*** Uses complex, coordinated influencing/negotiation strategies, adapted to people, organizations, and/or the situation, e.g. networks
* Leverages direct reports to facilitate increased collaboration across the organization
* Builds partnerships based on a common agreement that acknowledges individual differences but creates a new commonality beyond root belief large-scale
* Creates a positive impression at all times; develops relationships through collaboration and reciprocity
* Negotiates to achieve mutually satisfactory outcomes; shows good judgment on when to stand strong and when to compromise
* Invests in, nurtures, and builds a network of productive relationships

**Humanity** * Respectful to others, regardless of their position, and earns the respect of others by being transparent
* Has care and concern for others and a genuine interest in others as people
* Treats delicate or confidential issues with discretion
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| About Baker McKenzie |
| Complex business challenges require an integrated response across different markets, sectors, and areas of law. Baker McKenzie's client solutions provide seamless advice, underpinned by deep practice and sector expertise, as well as first-rate local market knowledge. Across more than 70 offices globally, Baker McKenzie works alongside our clients to deliver solutions for a connected world. We are committed to promoting diversity and inclusion for all. Our unique international culture is reflected in the drawing together of a worldwide family of individuals from diverse cultures and backgrounds in all of our offices. We encourage the best people -- regardless of race, religion, or belief if any, gender, gender identity, disability, sexual orientation, or age -- to fulfill their professional aspirations with us. |