



## Senior Manager, Markets & Growth – Government - Sydney, Brisbane or Melbourne

Clients, Markets & Growth (CMG) team

### Recruitment

<b>About Ashurst</b>	<p>Ashurst is a leading global law firm with a rich history spanning more than 200 years. We are proud of our history and are future-focused, having expanded into new technologies through our NewLaw division, Ashurst Advance, and our consulting arm. Our in-depth understanding of our clients and commitment to providing excellent standards of service have seen us become a trusted adviser to local and global corporates, financial institutions and governments in all areas of commercial law.</p> <p>To find out more, please visit <a href="http://www.ashurst.com">www.ashurst.com</a></p>
<b>Department/Role overview</b>	<p>Ashurst's Markets &amp; Growth (M&amp;G) team is located in major cities across EMEA, Asia Pacific and the US. We execute the firm's strategy and drive profitable growth with a specific focus on our chosen industries, markets and clients. We focus on industry solutions and client experience, driving campaigns, leveraging client insights, and managing strategic initiatives to service our client's needs.</p> <p>This is a leadership role in the M&amp;G team, responsible for driving collaboration, industry growth and client engagement. Reporting into the regional M&amp;G Director, the Senior Manager will serve as a member of the regional M&amp;G leadership team and will work closely with the Australia Government Industry Leader(s) and regional Practice Heads to develop, define and execute the strategy across the region.</p> <p>The position requires close collaboration with other M&amp;G Senior Managers and the broader CMG function to bring a comprehensive "whole of Firm" approach to our clients.</p>
<b>Core responsibilities</b>	<p>There are five core areas of focus for this role:</p> <p><b>Strategic Planning &amp; Execution</b></p> <ul style="list-style-type: none"><li>• Work with the regional M&amp;G Director and other Industry Senior Managers to continually shape the industry programme for the firm, identifying opportunities, sharing</li></ul>

insights and best practice, and supporting the convergence between industries

- Lead the Government industry approach across Australia
- Work with the Industry Leader(s) and key cross-practice industry focused partners on corporate development, specifically developing and driving the regional industry strategy to maximise opportunities to grow revenue in line with the firm's strategic plan
- Proactively manage the regional industry strategy, including assessing achievement of key performance indicators and agreed commitments
- Act as a senior advisor and coach to the Industry Leaders and key cross-practice industry focused partners
- Develop and lead strategic market facing initiatives to meet the strategic plan goals, evaluating progress on implementation
- Proactively support the regional M&G Director with planning and execution of the Australia Regional Growth Roadmap

#### **Client Development & Management**

- Responsibility for the strategic account management of a small portfolio of Australia Government client accounts. These clients are Regional Growth Clients and form part of Ashurst's Strategic Client Portfolio
- Work seamlessly with Client Relationship Partners to develop and execute client account plans for the designated clients, to help deepen relationships and drive profitable growth
- Act in a client facing capacity and develop relationships with key contacts
- Coordinate and manage pipeline development with the Client Relationship Partners within the designated client accounts
- Develop an in-depth understanding of the designated clients and their businesses, and assist with the sharing of that information within Ashurst
- Proactively arranging and attending client listening sessions (including general relationship feedback, industry needs analysis conversations, and specific feedback related to major matters and/or pitches), analysing and sharing insights and taking responsibility for following up
- Analyse insights gathered across the industry to identify trends and opportunities across the industry portfolio
- Undertake regular review, analysis and reporting of client and sector financials to support client growth

- Coordinate and liaise with other CRMs to ensure consistency and sharing of strategic information across clients and industries, utilising firm best practice

### **Opportunity Identification & Management**

- Utilise market and client insights to keep up to date with current and emerging trends and issues impacting the industry. Identify areas of client need and opportunities for lead generation, with the goal of deepening our client relationships and market penetration
- Manage and support the entire opportunity pursuit process, including identifying opportunities, managing opportunity tracking processes, preparing client-focused sales strategies and coordinating partners around pipelines and strategic pursuits (including go/no go)
- Oversight of all strategic regional industry pursuits, including bids and proposals, working closely with the Global Pursuits and Pricing teams, ensuring the appropriate qualification of opportunities
- Design, develop and implement integrated revenue generating and profile raising campaigns and thought leadership, working collaboratively with the Go-to-Market Innovation team and other specialists (Brand, Comms, Expertise etc)

### **Industry Management**

- Build, support and ensure the effectiveness of the Government Industry Group by actively bringing together and facilitating engagement across practices. Develop relationships with cross practice industry-focused partners.
- Build and leverage relationships with key industry players and associations to increase market penetration, monitoring ROI
- Develop and manage the CMG Initiative budgets for Government Industry clients, monitoring spend and capturing ROI
- Share industry knowledge across the wider CMG team and contribute to functional and firm-wide training programmes
- Lead and develop the aligned Industry Managers and Executives to ensure that all performance and learning metrics are achieved
- Contribute to wider CMG team projects, including supporting new systems and processes, as required

	<p><b>Risk and Control</b></p> <ul style="list-style-type: none"> <li>• Ensure that all activities and duties are carried out in full compliance with our regulatory requirements and internal policies.</li> </ul>
<p><b>Essential skills and experience</b></p>	<ul style="list-style-type: none"> <li>• Previous experience in professional services / industry business development environment</li> <li>• Demonstrated leadership experience for both coaching teams and managing major projects and/or initiatives</li> <li>• Proven track record of leading a team and cultivating a high-performance culture</li> <li>• Commercial awareness and an innovative mind-set for developing and evolving ways of working</li> <li>• Strong interpersonal skills, with a proven ability to build trusting relationships with the partnership and business services.</li> <li>• Enthusiastic and proactive, with the ability to work to tight deadlines and manage multiple projects and activities</li> <li>• Excellent verbal and written communication with the ability to effectively interact with peers and influence internal clients including senior stakeholders</li> <li>• Ability to synthesise information to identify opportunities and solve complex problems</li> <li>• Strategic thinker with strong focus on execution</li> <li>• Collaborates and is highly effective at working as part of a team</li> <li>• Previous experience in a client facing capacity including client listening experience</li> <li>• Ability to influence credibly and effectively at all levels of the organisation with strong executive presence</li> </ul>
<p><b>Background checks</b></p>	<p>To comply with regulatory and client requirements, Ashurst will undertake appropriate vetting of staff. When applicants accept a job offer, Ashurst, alongside a specialist provider, will undertake professional verification and background checks. These checks are only undertaken with consent, and in accordance with our legal and regulatory obligations.</p>