

murdoch

POSITION DESCRIPTION

Position:	Business Development & Marketing Manager
Job Status:	Full-time
Location:	Toowoomba
Minimum chargeable hours expectation:	N/A

PURPOSE

The Business Development and Marketing Manager, is responsible for providing a high level of coordination and leadership skills with regards to all aspects of Business Development and Marketing within the business and across the firm's four brands (i.e. Murdoch Lawyers, Gill & Lane, Smart Move Conveyancing and Murdoch Mediations). The role works closely with the Managing Director and management to ensure business, team and individual plans are defined and achieved. This includes working with external consultants and contractors and managing the program of work relating to customer experience and the business' referral network. The role will initially focus on the firm's new content strategy; being the creation and distribution of high quality content across all marketing channels and in particular our online channels.

EXPECTATIONS

BUSINESS DEVELOPMENT

- ✓ Drive and assist management with the implementation of the firm, team and individual business development plans ensuring plans are actioned and key parties are held accountable to action what is required of them
- ✓ Support management and employees to nurture and maintain their key referral relationships and existing client base
- ✓ Manage business development initiatives and support management through regular research
- ✓ Collaborate with management to identify new business opportunities, drive campaigns and other activities to attract new clients and build referral relationships
- ✓ Manage all aspects of special events, webinars, seminars and workshops including planning, implementation, support with presentation preparation and on the day support
- ✓ Assist to maintain and grow the referrer/Centre of Influence (COI) database and client database with regular monitoring and reporting and maintain the integrity of entity and COI data
- ✓ Provide management with accurate and timely reporting as required

MARKETING

- ✓ Work closely with the Managing Director, Directors and any external marketing contractors and consultants to develop the firm's overall marketing strategy and initiatives including the firm's online strategy
- ✓ Investigate new service and product opportunities
- ✓ Be accountable for driving the implementation of the firm's marketing strategy ensuring strategy objectives and initiatives are met and stakeholders are kept informed and accountable for their deliverables
- ✓ Oversee the coordination of marketing channels advertising and production of marketing material across all Murdoch businesses including, but not limited to, the business websites, social media platforms, newsletters and business alerts, newspaper and print initiatives, collateral and merchandise.
- ✓ Prepare and analyse client surveys and market research including Voice of Customer and Net Promoter Score Surveys as required

LEADERSHIP & TEAM MANAGEMENT

- ✓ Develop relationships with other business development and marketing professionals to enhance skills and facilitate collaboration
- ✓ Support the business to enhance, improve, document and implement systems, processes and policies for business development and marketing across the firm
- ✓ Coordinate and facilitate the weekly Toowoomba file review meeting and monthly Business Development and Marketing Meeting
- ✓ Support Directors and employees with strategies to ensure cross referrals within the business are maximised and aligned to agreed and consistent processes

PROJECT MANAGEMENT

- ✓ Manage all aspects of business development and marketing projects as required including;
- ✓ Defining key deliverables
- ✓ Defining project schedule and budget and ensuring project is delivered on time and on budget
- ✓ Project reporting including status updates for management
- ✓ Determine and coordinate resources required
- ✓ Upcoming projects may include the implementation of a Customer Relationship Manager (CRM) tool

CLIENT SERVICE

- ✓ Be attentive to your stakeholder's needs
- ✓ Make each stakeholder feels comfortable and reassured
- ✓ Understand each stakeholder's key concerns and present solution(s) that properly address that concern (where possible, present different solutions that suit different budgets)
- ✓ Utilise the communication method preferred by each stakeholder
- ✓ Return phone calls promptly (preferably the same day where reasonably practicable)
- ✓ Return emails promptly (preferably the same day where reasonably practicable)
- ✓ Where you see opportunities to add value to a stakeholder, inform them
- ✓ Communicate clearly with each stakeholder to maximise understanding
- ✓ Proactively manage stakeholder expectation
- ✓ Meet each reasonable deadline required by a stakeholder
- ✓ Keep confidential information confidential
- ✓ Seek feedback and strive to improve continually

YOUR PERFORMANCE

- ✓ Provide high-level support and management to team members and clients of our firm
- ✓ Use time productively which includes working on our:
 - intellectual property development
 - product and service development
 - process improvement
- ✓ Address any concern, complaint or issue raised by any stakeholder
- ✓ Positively and actively participate in each meeting you are asked to attend

OUR PEOPLE

- ✓ Respect our people
- ✓ Interact positively with our people
- ✓ Encourage and assist our people
- ✓ Comply with our Code of Conduct
- ✓ Comply with our reasonable and lawful directions, instructions and requests
- ✓ Be professional
- ✓ Do not bully, harass or discriminate against any person at or in relation to work
- ✓ Be likeable, do not be difficult to deal with or interact with
- ✓ Collaborate with our people, referrers and potential referrers
- ✓ Assist our people to achieve their goals to the extent you reasonably can
- ✓ Abide by and demonstrate our values

SUPERVISION, TRAINING AND MENTORING

- ✓ Delegate tasks to maximise cost-effectiveness for our business and ultimately our clients
- ✓ Clearly, communicate expectations and timeframes
- ✓ Seek clarification where required
- ✓ Ensure attention is paid to detail
- ✓ Set high standards of quality, performance and communication skills
- ✓ Lead by example
- ✓ Refer training recommendations for external training to the supervising director
- ✓ Report on each matter promptly after you are requested to do so
- ✓ Encourage continual improvement in every one your to supervise, train or mentor

OFFICE SUPPORT

- ✓ Comply with the procedures we direct you to comply with
- ✓ Provide the accounts team with the details they require when they require
- ✓ Comply with our leave policies
- ✓ Submit office forms and any supporting information when required
- ✓ Assist with general administrative support when required

SKILLS AND ABILITIES

Level [Excellent, Very Good, Good]	Skill\Ability	Level of importance to Position [High, Medium, Low]
Excellent	Communication skills – verbal	High
Excellent	Communication skills – written	High
Very Good	Client service skills	Low
Excellent	Ability to manage time and prioritise work	High
Excellent	Ability to build and maintain effective working relationships with a range of stakeholders	High
Excellent	Attention to detail	High
Excellent	Ability to work unsupervised and under pressure	High
Very Good	Ability to manage and supervise a team	Medium

Very Good	Financial management and KPI reporting experience	Medium
Excellent	Problem-solving techniques	High
Excellent	Ability to meet deadlines	High
Very Good	Ability to supervise, mentor and train others	Low
Excellent	Knowledge of Murdoch policies and procedures	High
Excellent	Microsoft Office Suite	High

OUR VALUES

- ✓ **Committed** – self-motivated, dedicated & accountable
- ✓ **Honesty** – necessary for effective communication, teamwork and excellent service delivery
- ✓ **Respect** – a passion for treating everyone with respect, regardless of who they are or the position they hold
- ✓ **Empathy** – patience and openness to best understand the behaviours, needs and social environment of others
- ✓ **Continuous Improvement** – pursue high-quality results in our work & relationships

QUALIFICATIONS AND EXPERIENCE

- ✓ Minimum 3 years in similar role
- ✓ Demonstrated experience implementing a business, marketing or content strategy
- ✓ Experience in a professional services firm (preferred)
- ✓ Demonstrated experience managing multiple stakeholders across all levels of a business
- ✓ Proven ability to build working relationship with managers, employees and external consultants
- ✓ Proven experience with coordinating webinars, social media and content strategy (preferred)

Contact us

Phone: 1300 068 736

Fax: 07 4632 6600

Email: info@murdochs.com.au

ABN 55 907 562 402

murdochs.com.au

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