

Head of Marketing & Communications

An opportunity currently exists for an experienced professional to head our Marketing & Communications team based in Brisbane (permanent full time).

In this role you will be responsible for the overall management of business development, marketing, communications and branding.

Particularly, the role is responsible for firm wide and practice area business development and client service strategies to target growth opportunities and increase the firm's external profile, as well as management of the team (Marketing Coordinator, Marketing Assistant) to deliver marketing activities aligned with business goals.

Key responsibilities will include:

- Support the principals to develop marketing/ business development plans, growth and positioning strategies to compliment business goals
- Manage the production of tenders, expressions of interest and capability statements in liaison with relevant practice areas
- Manage and develop the firm's key client program, with a focus on relationship development, cross selling and measurable objectives
- Conduct client reviews in conjunction with the Chairman
- Oversee management of sponsorships, advertising, seminars, events, electronic direct marketing (e-newsletters), marketing communications including website and other marketing activities of the team
- Oversee the firm's client feedback survey program, including analysis and reporting of results and participating in the annual quality assurance audit
- Oversee external profiling activities and media relations
- Attend monthly practice area meetings to review marketing and business development activities and outcomes
- Manage the production of award submissions
- Continuous improvement of business development and marketing activities
- Financial responsibility for marketing budget
- Manage, motivate and develop the marketing team to deliver marketing activities aligned with business goals.

The ideal candidate will also possess the following:

- Relevant tertiary marketing qualifications
- At least 5 years previous marketing experience, preferably in a professional services environment
- Previous tendering experience (essential)
- Excellent written and verbal communication skills
- Attention to detail including high level grammatical, literacy and proof reading skills
- Familiarity with electronic direct marketing systems and design software would be advantageous
- Ability to effectively manage teams
- Flexibility, efficiency and ability to juggle multiple priorities.

The firm

McInnes Wilson Lawyers is a leading Queensland law firm with 21 principals and over 200 staff located in three offices - Brisbane (head office), Southport and Maroochydore. One of the top 100 privately-owned companies in the state, the firm prides itself on delivering technically excellent and timely service at a cost unrivalled by competitors across a broad range of specialised legal services including commercial, insurance, property & construction and personal services.

Rewards and benefits

With yearly performance reviews, an additional day of leave for your birthday, active social club, quarterly staff functions, subsidised personal training and onsite massage, this is a fantastic firm to work for. A competitive salary package will be negotiated with the successful applicant commensurate with skills and experience (please include an indication of your remuneration expectations with your application).

Applications

If you are ready to take your career to the next level, please forward your resume and covering letter application to recruitment@mcw.com.au. For further information please contact Human Resources on (07) 3231 0621.

PLEASE NOTE THAT APPLICATIONS FROM RECRUITMENT AGENCIES WILL NOT BE ACCEPTED FOR THIS ROLE.