



Job Title:	Marketing & Business Development Coordinator – Asia
Reporting to:	Marketing & Business Development Manager (Hong Kong based)
Supporting:	APAC BD and Marketing & BD team (based across Hong Kong, Melbourne, Perth, Singapore and Sydney)
Job Location:	Hong Kong
Contract Type:	Permanent
Direct Report:	N/A

The Firm

HFW is a sector focused global law firm with a focus on shipping, aerospace, commodities, construction, energy and insurance. We also have legal services that run across all sectors including disputes, corporate, finance, regulatory and workplace relations. We have over 600 lawyers working across 19 offices in Australia, Asia, Europe, Middle East and the Americas. We are dynamic, entrepreneurial and industry experts that think creatively and pragmatically to support our diverse range of domestic and international clients.

Our APAC business of almost 60 partners accounts for more than 30% global revenue and we continue on an exciting growth path to become a regional powerhouse.

We have reshaped our M&BD team to be regionally-focused to build profile, drive new business and delivery client excellence across our six Asia Pacific offices (Melbourne, Sydney, Perth, Singapore, Hong Kong and Shanghai). We are building a team of M&BD professionals to engage with partners, challenge thinking, develop new ideas and have a seat at the table.

The Role

As a member of our friendly APAC M&BD team, you will support the team and the firm to deliver their respective client, business development and profile-raising strategic plans, with a focus on Chinese language pitches and BD collateral. Event management also forms a large component of this role and there will be opportunities to work across Asia in addition to Hong Kong.

We are seeking an enthusiastic Coordinator for a role where every day will be different, interesting and challenging with a combination of project based work and general day-to-day activities.

We're a down-to-earth bunch who will value your time and your ideas. If you love being a Coordinator working with a variety of people across offices and teams, we'd love to meet you. This is also a great role if you are at the start of your journey as a marketing professional in professional services.

Key Responsibilities

The role is broad in nature and will include, but is not limited to, the following responsibilities:

Pitch support

- Assist on pitches (formal RFPs, capability statements) including updating CVs/bios, sourcing relevant credentials and other information relevant to the client request. Pitches will largely be in Chinese. (Simplified Chinese).
- Update the credentials database and ensure materials are stored in the firm's document management system.

Events



- Assist in the delivery and coordination of events for the Hong Kong office, and other APAC offices if required, including event invitation preparation using Vuture, managing mailing lists in InterAction and liaising with Legal Assistants and Reception.
- Preparing BD collateral and presentations if required for the event.

Marketing/BD general

- Support with award and directory submissions.
- BD reporting.

BD & marketing tools

Work with the M&BD team, lawyers and Legal Assistants to promote the use of, and engagement with, HFW's tools, including:

- InterAction (CRM database)
- Credentials database
- CV database
- Masterdecks (off-the-shelf capability statements)
- Vuture (direct mail)
- Virtual meeting platforms inclusive of Zoom and VooV meetings
- WeChat
- Elite

Qualifications, key skills & experience

- At least two years of experience in an administration role ideally in a professional services environment
- Native Chinese written ability (Simplified Chinese)
- Strong written and verbal communication skills
- Exceptional attention to detail
- Project focused and highly organised and able to manage multiple tasks from various team members
- A team player with enthusiasm, confidence and a can-do attitude
- Ability to liaise with stakeholders at all levels
- Tenacity to see tasks through to successful completion whilst working to tight deadlines
- Advanced MS Office skills (including PowerPoint, Outlook, Word and Excel)
- Tertiary qualification in Marketing or an appropriate business discipline preferred but not essential
- Graphic design skills desirable