

New Business Coordinator

BRISBANE AND/OR GOLD COAST

The Role

Supporting the Brisbane and Gold Coast Buchan studios on New Business, the New Business Coordinator will work directly with Principals, and BD leads to foster a professional, sophisticated, compelling articulation of Buchan’s unique value to clients.

Reporting to the local Managing Principals and working day to day with the direction of the New Business Lead for Buchan nationally, the role will be dynamic, locally focused, but broad and connected across the group. Knowledge sharing, collaboration and lateral thinking will be key aspects of the skillset, with the ability to define, escalate and respond to RFP related requests within the established bid framework.

Working in our fun and friendly Brisbane and/or Gold Coast Studios this role will assist our Brisbane and Gold Coast Studios in the core functional areas of Brand, Marketing, Communications, New Business & Public Relations work to provide a consistent and connected brand platform from which to communicate directly and indirectly with clients.

Working to better articulate value to clients, promote the Buchan business, and blend the strengths of the Buchan Studios in a compelling message to the market, the team works collaboratively to deliver an integrated strategy aligned to our board’s broader vision.

Collaborating and partnering with key business services teams, including IT and People & Culture, the team are also committed to galvanising our teams through robust technology adoption and integrated internal communications.

About You

CLIENT OPPORTUNITIES

- Manage local client pipeline – prospects, opportunities, bids and project closeouts.
- Coordinate local BD meeting & outtakes from the group for action centrally, locally and strategic items for escalation to client relationship management.
- Represent local team in group BD forums.
- Actively utilise Buchan processes and tech to effectively report on, contribute to and maintain CRM data.

BRAND, MARKETING, COMMS & PR

- Support central marketing & comms strategy through local activity across the marketing mix.
- Act as a local representative of the central Marketing & BD team.
- Represent & communicate central initiatives to the local team.
- Feedback on local behalf to guide, shape and influence central initiatives from a local perspective.
- Contribute to a weekly editorial meeting to drive local content to the central team for promotion of Buchan across owned and earned platforms.

BIDS

- Work within the bid framework to guide approach to specific bid, RFI & Competition responses.
- Work with the New Business Manager to structure strategic responses to silver and gold bids.
- Develop key messages and copy to articulate Buchan’s value proposition in response to bid request.
- Produce bronze & silver bids in InDesign templates.
- Work with graphics teams to communicate complex information through graphics and visual articulation.

CLIENT CARE

- Support local client care initiatives including events, presentations, thought leadership and other activity as defined by the local strategy.
- Coordinate project client review actions as required by the studio.
- Provide support, monitor, and maintain the implementation of Client Plans.
- Actively contribute ideas to team meetings and help drive growth.

The above outlines general and specific responsibilities that fall within the scope of the New Business Coordinator role. Also, it may be necessary for the individual to perform duties and responsibilities that, while not explicitly listed, fall under the general category of the position description and are within the spirit of the job.

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If you are interested in this role, please submit your portfolio by email to careers@buchangroup.com