

**Job Title**

Business Director

**Reports To**

Senior Business Director

**About CX Lavender**

The customer is our true north. We create connected customer experience—a means of unifying digital capabilities and the physical world—so we help our Clients become unified brands. Connected experience elicits emotion because the customer is continuously delighted by fluid experiences, wherever they engage.

We're a creative agency as well as a technology company, and all the important parts in between. This means we can walk the talk. People try and pigeonhole us as one or the other—but we've only ever been about customer experience. We research, design and build distinctive connected experience to bring it all to life.

Our aim is to be a career agency—which means we want you to be proud of the time you've spent with us. You'll be part of a collaborative culture where your voice will be heard, and your skills will be nurtured.

**The Role**

As a Business Director, you will report to the Senior Business Director. You will also work closely with the Business Head, who will support you in continually improving and refining your skills.

You will be responsible for overseeing agency efforts to deliver on client briefs and meet client requirements. You will be a senior account contact, guiding the team to deliver a high level of service to clients.

**Goals and Responsibilities**

There is an expectation of consistent, high quality work from all Business Directors, across the following responsibilities:

- Understand CX and how to contribute to building value for clients.
- Contribute meaningfully to new business and become sought after for your input and knowledge.
- Build and strengthen client relationships to find new opportunities.
- Proactively identify client challenges and opportunities, recommending approaches to solve business problems.
- Write insightful briefs that inspire creative and technology teams.
- Solve internal process delays and liaise with clients.
- Build and strengthen cross guild relationships.

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- Oversee Senior Business Managers, Business Managers and Business Executives to deliver work that meets the brief on time and within budget.
- Positively critique and guide creative to ensure it is on brief.
- Create inspiring presentations embedded in CX principles, and confidently present and sell business solutions.
- Know who and when to involve in client projects. Engage the right people to ensure we deliver the best work.
- Take responsibility for project financials.
- Meet revenue targets and fill pipeline of work.
- Aim to deliver 93% utilisation.
- Complete daily timesheets in Workbook.
- Lead by example, demonstrating quality service and thinking.
- Nurture and support the Business Manager and Senior Business Manager so they can progress.
- Delegate effectively – upward, downward and cross functionally.
- Be the senior client go to for the agency team.
- Contribute positively to team and agency culture.

#### **KPIs**

- Monthly account revenue targets met.
- Client satisfaction scores consistently 8 or higher.
- One new business opportunity, with either an existing or potential client, identified and raised per quarter.
- Junior team member utilisation rates in line with agency expectation.

#### **Qualities**

- You will have a solid understanding of CX and data, and how it can benefit clients.
- You are entrepreneurial, with a strong work ethic.
- You can work through ambiguity in a calm and confident way.
- You are leader within the agency and with clients.
- You are perceptive and responsive to the needs of your team and clients.

- You deliver consistently, and to a high quality.
- You are a compelling presenter who can confidently facilitate workshops.
- You are a listener, and proactive problem solver.
- You are an innovator and challenger, knowing what to ask and when.
- You are a proactive spirit who drives collaboration.
- You have excellent communication skills.
- You don't shy from difficult conversations, focusing on driving the project forward.
- You are commercially astute and strategically minded.
- You have a focus on attention to detail.
- You are an advisor, who knows when to delegate.
- You live the CX Lavender values and culture.

**Experience**

- 4+ years' + experience in marketing/advertising agency business management.
- Managed at least 1 direct report in your previous role.
- Competent in working with strategy, direct and digital channel creative development and tech builds.
- Skilled in project management related tasks.
- Proven track record in building and maintaining strong, effective relationships, both internally and externally.
- Highly proficient in Microsoft Office Suite.



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