

Job Title

Senior Business Manager

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

Our Senior Business Managers play a vital role in building trusted partnerships with our clients; and with one of our major long-term accounts undergoing a rapid growth phase, this is the perfect opportunity to really make your mark!

You will be responsible for growing and developing your account, working with your stakeholders to translate data into customer centric solutions, and applying your strategic thinking skills to deliver innovative campaigns.

Responsibilities

- Understanding the client's needs, brand segment, and business goals.
- Knowing the status of all jobs on your account, and keeping clients updated
- Writing clear and compelling briefs to inspire the creative and technology teams.
- Managing scope changes, budgets and timeframes.
- Working with clients to develop campaign strategies.
- Providing insights and advice to clients, to ensure projects are customer aligned.
- Selling innovative CX solutions and creative ideas.
- Proactively identifying opportunities for new business.
- Guiding Business Executives and Business Managers.
- Confidently deliver presentations to clients and internal stakeholders.
- Identify opportunities for client growth and innovation.
- Develop an understanding of CX Lavender's 8 domains of expertise and look for ways to apply them in your every day.
- Complete daily timesheets in Workbook, aiming to deliver 93% utilisation.



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www.cxlavender.com.au

About you

As an experienced Senior Business Manager or Senior Account Manager, you will be able to demonstrate strong strategic ability and success in project managing complex digital BTL and TTL campaigns. You will be a confident presenter and communicator, who thinks strategically and contributes considered and insightful information to clients.

Your resume will clearly reflect your ability to:

- Feedback on creative work, specifically identifying the alignment to strategy
- Be an innovative problem solver who proactively challenges the norm
- Motivate and inspire colleagues to create unique work
- Focus on the detail, and accurately manage budgeting and forecasting
- Be highly organised, and efficient in project managing multiple campaigns



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