

## CX Lavender

When Lavender started we set out to do things differently to other agencies - to genuinely put consumers first. To be a company that creates real substance in a relationship. To remain sensitive to the ever-changing ways consumers make decisions.

Lavender is a true CX partner encompassing Consulting, Data, Creative, Technology and Delivery. We marry our data driven, customer focused heritage with beautiful creative and technological innovation to deliver real value for customers and increased returns for our clients.

We help our clients be more valuable to their customers. We build a deep understanding of our clients' businesses and their customers' desired experience. We then enable our clients to bring customers' desired experience to life. We recognise the interplay between channels and create value by planning seamless cross-channel customer journeys whether via mobile, web, social or traditional media.

We design and build interactive systems; we brand the systems and we create ongoing communication.

We feel about data the way other agencies feel about awards. We obsess about user experience, testing and measuring. Consequently, what we do works very well – for consumers and for clients.

## Key Lavender Qualities

- Inspiring leader, driven by exemplary customer experiences
- Driven to create global best practice
- Big thinker and brave innovator
- Customer champion
- Motivated and driven
- Commercially astute
- Able to live and breathe the Lavender values

## The Role

You are central to the creation of connected brand experiences. By connecting all meaningful and appropriate customer touchpoints across both online and offline you are passionate about extending our ideas into a system of orchestrated customer moments to ensure ideas are felt by their audience all the way through a customer journey.

You are able to effectively design and plan connected experiences because you are sensitive to the different mindsets of consumers along a journey, know what message to deliver and when, and understand the most effective mediums to use to carry our ideas, reach our audiences and activate the feelings we hope to convey.

Data knowledge, technology platforms experience and media savviness are really important, and your love of great creative ideas is what drives you, wanting them to live longer and stronger in the customer journey and the UX, so the job gets done for the brand each time.

## Ability and Skills

- Effective customer journey mapping
- Fluent in cross-channel media mix planning
- Strong focus on digital marketing planning
- Useful knowledge of CRM and campaign data management
- Technologically proficient: understanding key consumer and organizational digital platforms and how they all best connect
- Results focused: data analysis / performance management
- Stakeholder engagement and internal team management – able to take clients and the agency along for the journey
- Exceptional presentation skills and workmanship with a fast and efficient work rate

## Experience

- 3-5 years in customer experience strategy
- Minimum bachelor's degree
- Digital marketing / agency backgrounds
- Experience with large businesses in industries such as but not limited to telecommunications, financial services and IT

## Essential

- Team player, a collaborator, a connector. Confidence is essential - but we don't want any egos
- Trusted and invaluable partner to senior clients and agency business leads to identify and spearhead immediate, short and long-term strategic goals
- A champion of the strategy team, committed to helping raise the value and perception of strategy as a team within CX Lavender
- Embracing, championing and living the cx philosophy of CX Lavender, as well as our culture and values, to become a respected and sought after go-to within the agency

If you're seeking a role where you will have unparalleled opportunities to really immerse yourself into your client's business, then we want to hear from you. Please submit your detailed resume and cover letter to [hr@cxlavender.com.au](mailto:hr@cxlavender.com.au)