

**Job Title**

Senior Digital Communication Strategist

**Reports To**

Strategy Partner

**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**

You are an essential player in the creation of connected brand experiences and come to fore especially when we're creating heavily in digital and social channels. You are passionate about extending our ideas into a system of orchestrated customer moments to ensure ideas are heard and felt by their audience all the way through a digital experience.

You are able to effectively design and plan digital communications and support 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 channels to carry our ideas through, reach our audiences and activate the feelings we hope to convey.

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

**Goals and Responsibilities**

- Effective digital communication planning
- Fluent in owned, earned and paid media mix planning
- A champion for enabling powerful ideas and creative execution
- Useful knowledge of CRM and campaign data management
- Technologically proficient: understanding key consumer and organizational digital & media platforms
- Results focused: data analysis / performance management
- Stakeholder engagement and internal team management – able to take clients and the agency along for the journey

Level 29  
25 Bligh St Sydney  
NSW 2000 Australia  
T 02 8224 3111

[www.cxlavender.com.au](http://www.cxlavender.com.au)

- Exceptional presentation skills and workmanship with a fast and efficient work rate

#### **KPIs**

- Progress clients forward to an improved digital communications and connected experience space
- Grow demand for digital and social communications across existing clients
- Help win new business
- Champion the art and impact of digital and social within the agency
- Continuous development of related and useful skills associated with the development of digital communications and experiences today and for the future

#### **Qualities**

- Problem solving mindset
- Puts people and the customer first
- Attention to detail
- Collaborative team player
- Motivated and driven
- Agile and responsive
- Top notch presentation skills

#### **Experience**

- 8+ years in digital & social communications 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



Level 29  
25 Bligh St Sydney  
NSW 2000 Australia  
T 02 8224 3111

[www.cxlavender.com.au](http://www.cxlavender.com.au)