

**Job Title**

Strategy Director

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

We are seeking an experienced and passionate leader in customer experience strategy with a good depth in integrated marketing and digital marketing experience to join its strategy team.

A customer advocate with a strong track record of identifying, measuring and translating business and customer intelligence into creative ideas, platforms and organisational improvements that drive profitable behaviour change.

The successful candidate is immensely passionate and will have experience in guiding agency and client teams to develop customer centric ideas, solutions and communication. They will have the passion and expertise to deliver value for our clients to help position CX Lavender ahead of its competitors.

The Strategy Director will play a hands-on role in developing solutions for our clients, working collaboratively with all departments across all stages of the planning process.

Goals and Responsibilities

- Effective customer journey mapping
- Fluent in cross-channel media mix planning
- Strong focus on digital marketing planning
- A champion for enabling powerful ideas and creative execution
- Useful knowledge of CRM and campaign data management
- Technologically proficient: understanding key consumer and organisational digital platforms and how they all best connect
- Results focused: data analysis / performance management

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

www.cxlavender.com.au

- 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

KPIs

- Progress clients forward to an improved connected experience space
- Grow demand for CX, Integrated Comms, across existing clients
- Help win new business and grow existing client revenue
- Champion the art and impact of connected experiences within the agency
- Continuous development of related and useful skills associated with the development of connected 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

- 5-8 years in Integrated Communication and/or CX and/or CRM Planning
- 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