

# Senior Business Director



## About the role

This is a newly created position, working with a client who has partnered with us for over two decades. You'll play a vital role in building and maintaining trusted partnerships, strategically growing and developing the account.

This is a unique role, as it will be predominantly based onsite with our client working in an Agile environment. You'll be a key contact day to day for our agile teams, essentially overseeing a 'mini' agency onsite!

You will be responsible for guiding our agile teams to deliver a high level of service, and proactively identifying business development opportunities. You will also be responsible for:

- Understanding the client's needs, brand segment, and business goals
- Project managing client requests, delivering on time and on budget
- Creating and delivering client strategies and quarterly plans
- Shaping client strategies and mapping effective customer journeys
- Contributing meaningfully to new business and becoming sought after for your input and knowledge
- Selling innovative CX solutions and creative ideas
- Assisting the client in connecting different projects and campaigns back to brand and strategy

## About you

You will be a strategic thinker who is confident translating data into valuable insights, with strong commercial acumen gained from an agency or consulting environment. You will also

- Possess strong presentation and communication skills
- Be an innovative problem solver who proactively challenges the norm
- Have experience driving and inspiring teams to create unique work
- Be details focused, and accurate in forecasting and budget management
- Be highly organised, and efficient in workflow management
- Focus on driving relationships forward, not shying away from difficult conversations
- Have experience working on TTL and BTL technology or financial services accounts

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@lavender.ad](mailto:hr@lavender.ad)