

Job Title

Senior Business Director

Reports To

Business Head

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

As a Senior Business Director, you will report to the Business Head. You will also work closely with the Business Partner, who will support you in continually improving and refining your skills.

You will be responsible for managing client relationships, adopting a holistic approach to account management and acting as a senior contact point for all escalations. Clients should view you as a pivotal member of their team, valuing your input and knowledge on their business and industry.

Goals and Responsibilities

There is an expectation of consistent, high quality work from all Senior Business Directors, across the following responsibilities:

- Provide expert opinion to clients, based on your business, market and CX expertise.
- Act as a senior account contact point, immersing yourself in the client's business and taking ownership for any escalated issues.
- Create and deliver client strategies and quarterly plans, identifying ways to build long term relationships.
- Balance agency relationships to ensure we are delivering an aligned customer journey.
- Assist the client in 'connecting the dots' between different projects and campaigns.
- Manage your team, setting expectations and enabling them to deliver quality work.
- Project manage client requests, ensuring briefs are delivered on time and on budget.



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- Create inspiring presentations embedded in CX principles, and confidently present and sell business solutions.
- Know who and when to involve in client projects. Engage the right people to ensure we deliver the best work.
- Lead by example, demonstrating quality service and thinking.
- Nurture and support the Senior Business Managers and Business Directors so they can progress and manage wider team relationships and expectations.
- Aim to deliver 93% utilisation.
- Build and strengthen cross guild relationships.
- Contribute positively to team and agency culture.
- Complete daily timesheets in Workbook.

KPIs

- Monthly account revenue targets met.
- Client satisfaction scores consistently 8 or higher.
- One new business opportunity, with either an existing or potential client, identified and raised per quarter.
- Happy and thriving team, with direct report team member utilisation rates in line with agency expectation.

Qualities

- Attitude and performance that the role requires
- You will have a solid understanding of CX, and wider issues that influence your clients' business.
- You are calm in tough situations, pragmatic, and level-headed.
- You provide stability for the team, resolving issues and encouraging them to think more widely.
- You are trustworthy, honest and dependable.
- You are a gracious host who focuses on building long term relationships.
- You are a compelling presenter and master storyteller.
- You don't shy from difficult conversations, focusing on driving relationships forward.
- You are commercially astute and strategically minded.
- You have a focus on attention to detail.
- You are an advisor, who knows when to delegate.
- You live the CX Lavender values and culture.

Experience

- 6+ years' + experience in marketing/advertising agency business management.
- Managed at least 1 direct report in your previous role.
- Competent in working with strategy, direct and digital channel creative development and tech builds.
- Skilled in project management related tasks.
- Proven track record in building and maintaining strong, effective relationships, both internally and externally.
- Highly proficient in Microsoft Office Suite.