

About the role

We are seeking a Strategy Director with strong experience across CRM and data.

Working in a high performing cross-functional team, this position plays a pivotal role in crafting data insights that inspire and inform creative output. The Strategy Director will work closely with Data Scientists and Experience Designers, collaborating in Agile environments to deliver customer experience strategies grounded in reliable and innovative insights.

Working with an iconic Australian brand, the Strategy Director will be responsible for:

- Developing and delivering customer experience strategies
- Auditing and analysing client products and business
- Conducting market and gap analyses
- Identifying key data insights and trends
- Creating customer journeys and paths to purchase mapping
- Measuring and translating customer intelligence into creative ideas
- Building creative communications strategies

About you

You will be naturally strategic, an advocate of collaboration, and a strong believer in the value of truly exceptional customer centric solutions. You will also possess:

- Significant experience in CRM and data strategy across digital communications
- Experience delivering improvements to drive consumer behaviour change
- The ability to simplify complex principles through strategic models
- A strong understanding of consumer digital platforms
- Exceptional presentation and facilitation skills
- Experience working in an advertising agency or consultancy on blue-chip corporate accounts

If you are a team player, invaluable client partner and someone who will embrace the philosophy of CX Lavender, please submit your resume and cover letter to hr@lavender.ad