

## \_ Job Description

# Client Services Director

StrategiQ

Last Updated on 4 Jan 2023

### **Suffolk**

Unit 16, Brightwell Barns,  
Ipswich Road, Brightwell,  
Suffolk IP10 0BJ

### **London**

Unit 4.01 Soho Works,  
Tea Building, 56 Shoreditch High St,  
London, E1 6JJ

### **Midlands**

Office 8, 1 Mill St,  
Leamington Spa  
Warwickshire, CV31 1ES

**strategiq.co**

# Introduction

## Formal Job Title

Client Services Director

## Place of Work

Your time will be split between our London office (Shoreditch) and Suffolk office. Whilst we're flexible to day-to-day life, we love seeing people in the office so you'll be shoulder to shoulder with the team and clients at least 3-days a week.

## Type

Full Time, Permanent

## Line Manager

CEO

StrategiQ is an award-winning digital marketing agency and strategic partners for ambitious brands. We design our client's strategic roadmap and create the ideas that deliver results and drive growth. Founded in 2013, StrategiQ is a team of 55+ experts across our three studios in Suffolk, London and the Midlands. Every member of our team has a specialism, but they're all marketers.

## \_ Our mission is to be the strategic difference

Welcome to the world of us. It's a pretty special place to be. Full of exceptional experts. Good people and big energy. We're not here to tick boxes. We're here to be the destination agency for clients and the critical factor in their success. Helping shape their trajectory through expert insights and skilled execution.

**Shoulder-to-shoulder, Getting there together.**

## \_ Our Values

- **Courageous** - Always doing what's right, not what's easy.
- **Truthful** - Being honest. Being resilient. Being authentic.
- **Knowledgeable** - Industry experts, pursuing the master of our craft.
- **Limitless** - Challenging norms through infinite thinking.

## **\_ Role Introduction**

The Client Services Director will sit on the senior leadership team and oversee the running of the Client Services Department. You'll be responsible for ensuring the team delivers excellent client service and that the agency produces exceptional and effective work.

You'll set the standards for how we build relationships with our clients and work closely with your direct team and project management to put in place the processes that will allow these high standards to be consistently met.

A key aspect of the role will involve training and developing the team to form a deep understanding of their clients' businesses, enabling work to be presented that meets their needs, solves their problems and expands StrategiQ's remit as an integral part of their business.

As an experienced marketer, you'll be able to leverage the full spectrum of integrated digital marketing channels offered by StrategiQ, bringing cross discipline teams together that people are excited to be a part of to deliver the work clients need to solve their business problems:

### **STRATEGY**

Marketing Strategy  
Insights  
Consultancy

### **CREATIVE**

Brand Identity  
UX/UI Design  
Video  
Animation

### **MARKETING**

SEO  
Paid Media  
Social Media  
Performance Marketing  
Email Marketing  
Customer Experience Marketing  
Content  
PR

### **TECH**

Web Development  
Digital Transformation  
Website Support

As part of the agency's leadership team, you'll design, execute and deliver your vision for the department's role in hitting StrategiQ's quarterly goals and annual performance objectives.

Previous agency experience leading Client Services at Head/Senior/Director level or client-side experience working in-house as Head/Director of Marketing desired.

## **\_ Leadership Qualities**

- You are unequivocally entrenched in StrategiQ's values, purpose and strategy
- You are a confident decision-maker who draws on expertise, commerciality and cross-organisational collaboration to make things happen
- You are naturally close to the performance of your team and the satisfaction of our clients
- You instinctively coach those around you to become better at what they do. Your team and clients will know that you care about their success
- You will develop strategies and initiatives for moving Client Services forward against the organisation's business goals rather than waiting to be told what to do
- You are approachable and available for your team
- You consistently work beyond the boundaries of your own role to ensure we deliver great work, great service and great results for our clients' strategies
- You understand the value of and deploy proven processes, standards and frameworks to ensure consistent, thorough and high quality execution of Client Services
- You take accountability for your team's profitability and NPS performance
- Naturally maintain a vision and strategy for the team and department
- You'll define quarterly goals for the Client Services team and align individual team member goals with them

## \_ Responsibilities & Required Skills

- **Leadership** - Leading people and not processes, you engage and involve your team with a clear vision and strategy that puts our people first. You take responsibility to see those around you develop, perform and achieve their goals.
- **Hiring** - and developing a team of Account Directors, Account Managers and Project Managers.
- **Account Direction** - You will be assigned and take lead on a selection of key marketing strategy accounts that align and suit your style, background and expertise. Working with the Account Managers and delivery specialists you will design and oversee the execution of our strategy framework. You have an excellent understanding of business models and will be able to take lead in uncovering 'client needs' during strategy discovery sessions. You understand key principles of business plans/models, P&Ls and you can align objectives and set KPIs to realise targets when creating digital marketing strategies.
- **Team/Department Management** - Through our agency tools you will lead the Client Services team to ensure that their time, utilisation and tasks are clear whilst hitting departmental performance targets. You will support and guide the team as they face challenges with clients, strategies or delivery hurdles. You'll chair regular internal 'scrums' to ensure the continual focus of great work, great service and great results.
- **Owning the Customer Journey** - You will work closely with the CXO, Marketing Director, Operations Director and Head of Customer Experience Marketing to design, deliver, maintain and evolve the complete end-to-end experience a client has with our agency from top-of-the-funnel discovery through to the renewal of a marketing strategy.
- **Team/Department Coaching & Training** - You will hold quarterly Personal Development Plans (PDPs) and regular one-to-one's to coach and guide your team as they fulfil their quarterly Performance Plans aligned to your departmental vision and their individual goals. You will nurture talent and ensure the right mix of talent and experience is present within the team to facilitate the delivery of client strategies.
- **New Business** - Alongside leading tenders and pitches for new business opportunities, you lead the Client Service team in identifying and presenting growth opportunities with our existing clients in the pursuit of realising our client's business objectives.
- **Client Performance and Satisfaction Visibility** - You will own the mechanisms for continually monitoring and reporting on the accurate performance of strategies and the strength of the client partnership. You will spot issues or warning signals early to collaborate across departments to pivot strategies and repair relationships before they become a critical problem.
- **Commercial utilisation** - Working with the Leadership Team, you will monitor and report on the profitability, costs and impact of the Client Services team against quarterly and annual Performance Plans of the agency. You will own the processes and framework for how time is spent within Client Services and the impact on billable utilisation.
- **Curation of Case Studies** - Leading by example, you individually and through your team produce engaging and accessible case studies of their strategies that feature within our

Cred Deck, website and award submissions to support our Marketing Team's strategy for StrategiQ.

- **Essential Behaviours** - You will nurture and emulate behaviours that allow Client Services to perform at the highest level. These may include but are not limited to:
  - a strong attention to detail
  - understanding the value of face-to-face meetings and regular interactions
  - proactive and efficient updating of progress and status
  - honest and forthcoming client expectation management
  - the ability to accurately forecast timelines and building in contingencies
  - Saying no, sticking to your guns for the great cause of protecting the team or preventing a client from making a poor decision
  - the need to understand your client's DNA, brand and business goals
  - Stepping in to have the difficult conversations internally and externally
  - Being honest and standing by your opinion, strategy and experience
  - Be upfront and clear on additional costs when campaigns deviate or present upsell opportunities
  - The ability to build strong client relationships that go beyond the task in hand

### **\_ Experience we'd love to see**

- Previous agency experience leading Client Services at Head/Senior/Director level
- Client-side experience working in-house as Head/Director of Marketing
- Established industry reputation, network of contracts and evidenced thought leadership

## \_Typical week

- **40%** - Direct client leadership
- **30%** - Operational Management of Client Services
- **10%** - Client Services Training, mentoring and development of processes and standards
- **10%** - Self development, training and R&D initiatives
- **10%** - Pitches or renewals for existing client strategies and new business

## \_Role Metrics

- **80%+** NPS results across all clients
- **65%** team utilisation within Client Services
- **80%** team happiness score (Internal NPS metric)
- **75%** client profitability across all retained marketing services

## \_Benefits

- Directors Profit Share Holding
- 1-day per fortnight R&D/Training
- Company expenses credit card
- Flexible Working from home and our offices in London, Leamington and Ipswich
- Excellent onsite barista coffee and cafe (all offices)
- Inclusive fruit and hot beverages within the office (plus breakfast at London)
- Inclusive gym membership (Suffolk Office)
- Competitive salary
- 15" Macbook Pro, 27" Monitor
- 26 Days Holiday + 3 Days holiday between Christmas and New Year.
- Amazing clients across all sectors
- Annual employee awards
- Conference & training budget

StrategiQ is committed to equality of opportunity for all applicants of this role. We are looking to fill this role with a candidate physically based in the UK and within commuting distance of our three offices. Unless invited by a Director of StrategiQ, respectfully no agencies.