

Client Director

StrategiQ

About us

StrategiQ is a team of award-winning, value-creation specialists, spanning every brand and marketing discipline. We empower business leaders and marketing to thrive in the face of change. We integrate excellence into organisations transformation journeys to create New Future Value. We do this through tailored programmes of work that optimise, accelerate and innovate marketing activities.

Working at StrategiQ means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

We are

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. boundaries of the possible.

How this role makes a difference at StrategiQ

As a StrategiQ Client Director you'll be one of the main drivers of growth for the agency. As part of the Growth Team you'll be responsible for maximising revenue opportunities, ensuring we deliver the very best work for clients, and leading high impact, profitable and happy client teams.

You'll spend half your time out in the market engaging with businesses and organisations to create high value opportunities for StrategiQ. The rest of your time will be spent creating value for clients and delighting them with our work. You will own the client relationship and through an in-depth knowledge of their business and ambitions, you'll be the key point of contact and client voice within StrategiQ.

Client Directors at StrategiQ work to the Chief Growth Officer, and collectively bring curiosity and challenge to our thinking along with a considered, thoughtful point of view to our clients. Our Client Directors are worldly, empathetic, and commercially savvy, and as a result ensure we are trusted with our client's most challenging problems.

Skills & experience we want you to bring and develop

Technical skills and experience

Strategic thinking - able to analyse and plan to achieve agreed outcomes	Essential
Commerciality - understanding of agency business model and financial management	Essential
Analytical - able to review information or client briefs, analyse a situation and provide clear recommendations	Essential
Marketing knowledge - deep understanding of marketing planning and channels	Essential
Pitching - experienced at pitching and winning work, leading pitch teams and client engagement during the pitch process	Essential
Research - using a methodical and structured approach to find insights and communicate them clearly and effectively	Essential
Scale of clients - experience managing clients with agency budget of £500k+	Essential
Scale of clients - experience managing clients with agency budget of £1m+	Desirable

Power skills and experience

Communication - can talk confidently, present ideas clearly and have challenging conversations with people at all levels including our most senior clients	Essential
Influencing - able to build confidence with others, engage people and persuade	Essential
Curiosity - leads with research and insights, asking questions and listening to build understanding, seeking knowledge to deepen awareness	Essential
Collaboration and teamwork - with clients and internal teams to support high-performance and delivery of the best work	Essential
Problem resolution - able to quickly identify problems and draw on knowledge and experience to calmly and confidently define a way forward	Essential
Inspirational - able to engage and inspire clients and our team internally	Essential
Resilience - can handle set-backs and find a way through or change approach the and tackle the challenge differently	Essential

What you'll be responsible & accountable for

- Responsible for your named clients, nurturing relationships and sharing strategic insights with them that shape and inform the work they give us
- Responsible for bringing client, industry and sector insight into the agency to shape and inform our work
- Responsible for finding growth opportunities with your clients, and actively seeking opportunities to increase our revenue and add value to our client relationships
- Responsible for building your knowledge of client industries to increase your ability to bring a clear, considered and thoughtful point of view to clients and our work
- Responsible for QBRs and client engagement activities
- Responsible for supporting business development by leading pitch teams and shaping agency response to new opportunities, pitching to win and onboarding new clients
- Accountable for the work we scope and deliver to clients, ensuring that we think beyond the client brief, understand their business and solve their most challenging problems
- Accountable for client revenue targets, forecasting and client strategic plans
- Accountable for our agency reputation with the client and running a well-organised, productive and happy multi-disciplinary team

When you're successful in this role

- You'll bring entrepreneurial thinking to our business and to our clients' challenges, helping our teams think beyond a client's brief and solve real problems based on your deep insight.
- You'll be an active hunter unlocking new revenue opportunities and outperforming client growth targets.
- You'll develop a reputation internally so that people seek opportunities to work with you. Client Managers want to learn from you, and our delivery teams actively want to collaborate with you because they value the energy and quality of thinking you bring.
- Alongside other measures, your principal performance metrics will be:
 - Revenue growth
 - Profitability
 - Client NPS

Your typical week

- **50%** - hunting and networking - you'll spend time talking to potential clients, sharing insights with them and building trusted relationships within our industry
- **50%** - focused on ensuring we're delivering for the client; being the voice of the client within the agency and keeping the team focused on delivering the best work

A successful first 6 months with Strategiq

In 3 months you will have:

- Built strong and deep relationships with our Client Managers and Heads of Departments and have an in-depth understanding of our agency offering and capabilities
- Reviewed client work, client strategic plans and QBR feedback and be shaping your own informed and considered perspective on the opportunity with your priority clients
- Met with key clients and started the process of building trusted relationships with them
- Agreed a growth plan with the CGO

In 6 months you will have:

- Demonstrated to clients a high level of understanding and insight about their business
- Updated strategic plans for agreed clients with a clear strategy for growth
- Actively engaged with pitching and winning new opportunities
- Led on a full quarterly cycle with your clients and conducted successful QBRs