

# 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.

## 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.

The majority 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. As part of the Growth Team, you'll also manage inbound leads, and spend the rest of your time out in the market engaging with businesses and organisations to create high value opportunities for StrategiQ.

Client Directors at StrategiQ work collaboratively with the Client Managers and 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 - strong financial acumen, understanding of the agency model and account financial management best practices. Developing commerciality in others around you	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
Strategy writing - you will be able to plan, write and articulate high impact, and comprehensive brand and marketing strategies based on clients' needs	Essential
Research - ability to use our 4C's methodology and structured approach to 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 - active listener and confident communicator. Presents ideas clearly to people at all levels including our most senior clients. Able to build relationships with others to engage, influence and persuade	Essential
Curiosity - critical thinker able to ask questions and listen to build understanding, seeking knowledge to deepen awareness when solving the toughest challenges	Essential
Collaboration and teamwork - expert leading with clients and internal teams to support high-performance and delivery of the best work	Essential
Problem solving - able to quickly identify problems and draw on knowledge and experience to calmly and confidently define a way forward	Essential
Inspiring - 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
Attention to detail - producing work to the highest standard of accuracy and presentation	Essential

Time management - expert plate spinner able to manage different parts of the role and sometimes conflicting priorities, keep the right people briefed to make sure we keep our commitments

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 new and existing 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 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

- The strategies that you write and lead with your clients and your team are driving value and measurable growth.
- 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 be developing a reputation in the market for exceptional thinking and client delivery; in short people and businesses will come to you for your proven expertise.
- 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:
  - New Business and current client growth £1.2m
  - Current client revenue growth >20%
  - Profitability >70%
  - Client NPS>8

## Your typical week

- **30%** - hunting and networking - you'll spend time talking to potential clients, sharing insights with them and building trusted relationships within our industry
- **70%** - 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, Heads of Departments, and key team members, developing a clear and confident understanding of Strategiq's offering, capabilities, and unique value proposition.
- Reviewed client work, strategic plans, QBR feedback, and performance data, forming an informed, strategic perspective on opportunities for growth, improvement, and innovation within your priority client accounts.
- Begun shaping and updating strategic plans for agreed clients, ensuring they have clear growth strategies aligned with both client objectives and Strategiq's strengths.
- Met with key clients and initiated the process of building strong, trusted relationships, positioning yourself as a strategic partner.
- Aligned on a personal growth plan with the CGO, defining clear priorities and success measures for your role within Strategiq.
- Start building your personal brand and reputation in the market, engaging with industry conversations, sharing insights, and positioning yourself as a credible expert and trusted advisor.

### In 6 months, you will have:

- Established credibility and influence with clients by demonstrating a deep understanding of their business, challenges, and market landscape, offering proactive, value-driven advice.
- Led and contributed to pitching and winning new opportunities, actively driving client growth and revenue expansion through strategic recommendations and up-selling where appropriate.
- Successfully led a full quarterly cycle with your clients, including QBRs, strategic reviews, and performance evaluations—ensuring each client sees clear progress, measurable results, and a roadmap for continued success.
- Embed yourself as a trusted advisor and problem solver for your clients, proactively identifying opportunities, solving challenges, and ensuring their relationship with Strategiq is both high-value and long-term.
- Built a strong presence and reputation in the industry, engaging with thought leadership, networking, and showcasing Strategiq's expertise, becoming recognised as a go-to expert in your field.