

Client Manager

StrategiQ

How this role makes a difference at Strategiq

As a Strategiq Client Manager you'll hold a central role in delighting our clients with great work, and delivering success for their business. You will be 'the central source of truth' responsible for the day-to-day planning, organising and management of our work and the opportunity with the client. Bringing ideas, creativity and rigour, you'll work in partnership with our Client Directors, the Chief Growth Officer, and multi-disciplinary internal client teams to delight the businesses who put their trust in us, and nurture strong relationships between the client and Strategiq.

As part of the Growth Team you'll help with finding new revenue opportunities amongst existing clients, or with new businesses that we interact with. Central to your role is making sure we deliver only the very best work for our clients, and supporting high impact, profitable and happy client teams.

As Client Manager you'll be a strong marketer, actively developing your strategic thinking and analytical skills in order to bring fresh insight to our work. With our internal teams you'll act as the voice of the client and externally you'll be communicating regularly with our clients establishing a high-trust relationship that is the foundation for sustained growth.

Skills & experience we want you to bring and develop

Technical skills and experience

Commerciality - strong financial acumen, understanding of the agency model and account financial management best practices	Essential
Research - gathering and using insights on the client's business, industry and wider marketing landscape to shape our work and deepen relationship with client	Essential
Marketing knowledge - understanding of marketing planning and channels and 5+ years of relevant marketing experience	Essential
Analytical approach - able to methodically review information, seek clarifications, discern key points and question thinking	Essential
Agency experience - 3-5 years of relevant client services agency experience	Desirable
Strategic thinking - able to analyse a situation and propose a plan to achieve outcomes	Desirable

Power skills and experience

Communication - active listener and confident communicator. Able to present ideas clearly, gain the confidence of others, engage people, build relationships and influence at all levels including with our most senior clients	Essential
Curiosity - asking questions, challenging opinions, seeking knowledge and	Essential

opportunities to learn and understand more	
Attention to detail - producing work to the highest standard of accuracy and presentation	Essential
Collaboration & teamwork - confident leading with clients and internal teams to support high-performance and delivery of the best work	Essential
Problem solving - able to spot potential problems, evaluate and action solutions with confidence or seek input from others when you know it's needed	Essential
Resilience - able to reflect on and recover quickly from difficulties, able to reframe challenge and learn from experiences	Essential
Time management - expert plate spinner able to manage different parts of the role and sometimes conflicting priorities, and keep the right people briefed to make sure we keep our commitments	Essential
Inspiring - able to engage clients and internal teams, and develop the skills of those around you	Essential

What you'll be responsible & accountable for

- Responsible for day to day relationship with your clients, engaging them with our work and maintaining strong relationships, this includes leading monthly value reporting and weekly client updates
- Responsible for supporting our teams delivering client work by ensuring they have the information they need to be successful, including writing briefs, leading briefings, reviewing WIP and presenting to the client
- Responsible for the quality of work going to a client whether that's originating your own outputs or reviewing the work of other teams before it's shared, you'll make sure we deliver high-quality thinking to our clients
- Responsible for supporting the Client Director in managing the client relationship, for example of preparation for and running QBRs and planning around renewals
- Responsible for supporting the Client Director to shape client strategy using our 4Cs framework to find insights, propose opportunities and shape and sell-in our retained work for the period ahead
- Responsible for supporting the Client Director on client growth and business development activities, including pitching for new business and onboarding clients
- Accountable for client account and financial administration, and ensuring we have accurate, organised client records, up to date commercial data for each client and maintaining client information in our Operating System

When you're successful in this role

- You'll be the person we turn to when we want to understand anything about the status of work for a client or for updates on the client account
- You'll be the first person the client reaches out to with questions or when they have new opportunities to discuss with us
- Our teams will reach out to you when they are onboarding to a client because you know everything there is to know about the client's business and our work for them
- Alongside other measures, your principal performance metrics will be:
 - a. Account Profitability >70%
 - b. Client Retention
 - c. Client NPS >80%

REVIEW AND UPDATE WHEN WE RECRUIT EXTERNALLY

About us

This will be centrally held boiler plate copy added to each role description when we start recruitment so that we don't have multiple versions and out of date role descriptions.

Will include mission and values explainers.

Your typical week

- **20%** - client growth - spending time talking with clients, understanding their challenges and building relationships with clients and within the industry
- **70%** - delivery - internal account management, delivery of original work and working with internal teams and external partners to ensure we meet our commitments with high-quality work, on time and on budget
- **10%** - self-development - training or self-driven learning to help you develop your skills and knowledge

A successful first 6 months with StrategiQ

In 3 months you will have:

- List 3 or 4 things you will realistically be looking for to understand whether someone is settling in at StrategiQ and beginning to make some impact

In 6 months you will have:

- List the 3 or 4 things that you would be looking to see in order to pass probation. What behaviours will someone be demonstrating, what work might they have completed, what impact will they have made