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A Merkle Company

Job Description

Position

Client Solutions Manager

Reports to

Client Solutions Director

Location

NSW/VIC/QLD/WA

Works with

Columbus: Product Specialists, Core team,
Performance team, Experience team, Data team

Dentsu Aegis: Account Directors, Client Leads

Role overview

This is a critical client-facing role, charged with delivering end to end digital marketing solutions for some of the country's leading brands.

You'll lead digital media campaigns across performance (search, social, affiliates and programmatic) and experience (SEO, Content & Data) campaigns at a senior level.

This role is responsible for developing a true understanding of your client's business challenges and identifying insight-led, strategic digital media solutions.

A deep understanding of digital marketing, highly effective communication skills, organisational diligence and proactive accountability are key elements of this role.



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Roles & responsibilities

Drive your team to deliver best-in-class digital media services

- You will be responsible for ensuring total client satisfaction across all performance and experience deliverables provided by Columbus.
- Alongside your manager and direct reports, you will ensure services are delivered on-time according to defined scope and timeline, while building positive professional relationships with clients and team members.
- Delegate to and manage the output of Product Specialists.
- You will lead responses to brief, supporting the creation and delivery of innovative digital marketing strategies with consideration for business objectives, capabilities and the wider marketing activity.

Build solid relationships with clients and partners

- Responsible for complete client ownership and accountability on Tier 3 accounts.
- Quickly build strong relationships with clients, built on expertise, trust and confidence.
- Effectively manage client meetings, ensuring the need for the meeting is clearly identified, agendas developed as required. Manage client expectations in terms of response times.
- Build relationships and work effectively with other DAN businesses and key publisher partners to deliver on client campaigns.

Nurture a supportive team environment

- Ensure a positive and motivating work environment for your team, delivering staff stability, recognition, and tailored personal development plans.
- Identify areas for development and put in place clear plans to help your team achieve their development goals and career roadmap within Dentsu Aegis Network.
- Staff performance reviews to be conducted on-time with clear guidance around KPIs.

Deliver strong commercial results

- Ensure client retention within your portfolio through client service excellence.
- Deliver portfolio growth through identifying, nurturing and delivering on growth opportunities.
- Responsible for ensuring that invoicing and other financial processes are followed accurately and punctually.
- Provide clear & reliable financial forecasting to the Client Solutions Director.



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The ideal candidate's experience

- 4+ years' experience in digital marketing
- Understanding of agency economics
- Proven track record of delivering strong digital media results
- Excellent attention to detail and drive to deliver work to the highest standard.
- Strong working knowledge of the DoubleClick technology stack
- Knowledge of BCC Media Desktop and client billing processes
- Understanding of SEO tools, such as SearchMetrics, AdGooroo, SEM Rush and Screaming Frog
- Comfortable with main web analytics tools and analyzing data to derive insights
- Strong analytical skills and ability to identify and act on trends.
- Understanding of the Australian media landscape, consumer trends, and Google digital media products.

The ideal candidate's personality

- Exceptional organization and time management
- Presents & communicates highly effectively, both verbally and in writing.
- Proactive desire to learn and develop
- Independent, self-driven and owns responsibility for deliverables
- Supportive and diplomatic team manager
- Has sharp strategic, analytical and creative problem-solving skills.
- Ability to work as part of a close team as well as independently.