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A Merkle Company

Job Description

Position

Client Solutions Director

Reports to

Group Client Partner

Location

NSW/VIC/QLD/WA

Works with

Columbus: 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 have the opportunity to lead client-centric 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 Performance marketing, highly effective communication skills, understanding a client's business, strategic insight & delivery as well as strong team management skills, are all critical elements to success in this role.

As a guide, the role is 70% client-focused and 30% people management and development.



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Roles & responsibilities

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

- Deliver effective workflow across the business in order to meet deadlines, manage team workloads and ensure appropriate skill levels are engaged to deliver timely, high-quality work.
- Drive strategic, integrated solutions to leverage client first-party data to improve ROI across digital channels
- Collaborate and organise internal teams to formulate strategies and uncover new opportunities for clients.
- Understand your clients' business in its entirety, the challenges they face and align with their senior leads to drive tangible business outcomes
- Recommend & agree clear, tangible KPIs to your clients and ensure that your team is continually aligned with a view to surpassing our client's expectations
- Organise and deliver quarterly account reviews
- Ensure the Columbus strategy & planning process is adhered to, with all products and services engaged as appropriate.

Build solid relationships with clients and partners

- Responsible for complete client ownership and accountability on Tier 2 accounts.
- Quickly build strong relationships with clients, built on expertise, trust and confidence.
- Constant review of client relationships, identifying area of improvement and opportunities to formulate client engagement plans as appropriate. Ensure client satisfaction is measured annually for all clients.
- 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.
- Develop strong relationships with our media and technology partners to stay ahead of the curve with the latest technology developments in market

Nurture a support team team environment

- Lead by example across all aspects of the delivery of Columbus' product offering
- 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 and growth within your portfolio through client service excellence
- Responsible for ensuring that invoicing and other financial processes are followed accurately and punctually
- Plan and allocate team resource across client portfolio with a commercial focus
- Work with other Client Directors from across DAN to collaborate and organise internal teams to formulate strategies and uncover new opportunities for key clients
- Provide clear & reliable financial forecasting to the Group Client Lead



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The ideal candidate's experience

- 6+ years' experience in search marketing or digital media
- Understanding of agency economics
- Proven track record of managing & developing people
- Strong working knowledge of the DoubleClick technology stack
- Comfortable with main web analytics tools and analyzing data to derive insights
- Understanding of the Australian media landscape, consumer trends, and Google digital media products.

The ideal candidate's personality

- Demonstrates strong business acumen and commercial thinking
- Presents & communicates highly effectively, both verbally and in writing.
- Confident, highly-motivated and exceptionally well organised.
- Exceptional leader with a passion for developing and coaching talent.
- Strategic and lateral thinker. Enthusiastic to get involved with projects even if they fall outside existing remit.
- Independent, self-driven and owns responsibility for deliverables
- Supportive and diplomatic team manager
- Can confidently make quick, commercially-sound decisions
- Has sharp strategic, analytical and creative problem-solving skills.
- Fully bought into the Columbus business and our direction in market