

JOB DESCRIPTION

Position Title: Business Manager – Lexus

Company: The Media Store

Location: Melbourne

Reporting to	Direct Reports	Relationships	Clients
<ul style="list-style-type: none"> Lexus Group Business Director 	<ul style="list-style-type: none"> Account Executive 	<ul style="list-style-type: none"> TMS Divisions (Research & Insights, Strategy, Partnerships & Integration and Investment) CEO, CFO & other Group Heads Managers, Planners, Buyers and Finance Executives & Assistants Client Marketing department Other client agencies Media suppliers 	<p>Lexus Australia</p>

IMPORTANCE OF THE ROLE:

A Business Manager has more than 5 years industry experience and is a more experienced and mature planner buyer with a broader cross-media and industry knowledge base which is visible in the standard of work delivered on a clients' business. This role is a step into managing; both client relationships and an internal junior team.

KEY ROLE OF THE BUSINESS MANAGER:

- Commitment to building strong, trusting relationships with clients and ensuring in-depth knowledge of their business and its needs.
- Working with the Group Business Director & TMS Senior Management to drive new business growth
- To develop consumer insights, communications strategy & media execution across Lexus in collaboration with Research & Insights, Strategy, Digital, Investment and Partnerships & Integration business teams
- Management of clients' communications planning, buying of media, campaign optimization and post reporting
- Develop channel strategies that deliver on clients business objectives and demonstrate thought-leadership and innovative go-to-market strategies
- Setting measures of success and objectives in line with channel strategy and clients business objectives
- Setting specific planning goals via detailed briefs for Digital & Investment teams
- Development of briefs and briefing to Media Partners
- Project managing key media activities and develop & maintain strong media relationships
- Working in collaboration with Investment Team to effectively negotiate and optimise campaigns – ensuring all T1 and T2 retail rate benchmarks are maintained & reported back to Lexus
- Preparing proactive competitive reports at a national, state and on occasion dealer level
- Work with Lexus Media Executive to ensure all dealer media requests are met
- Managing workflow within and across teams to manage stakeholder expectations
- Incorporating learnings, testing and innovation within media strategies
- Benchmarking group's day to day media negotiations

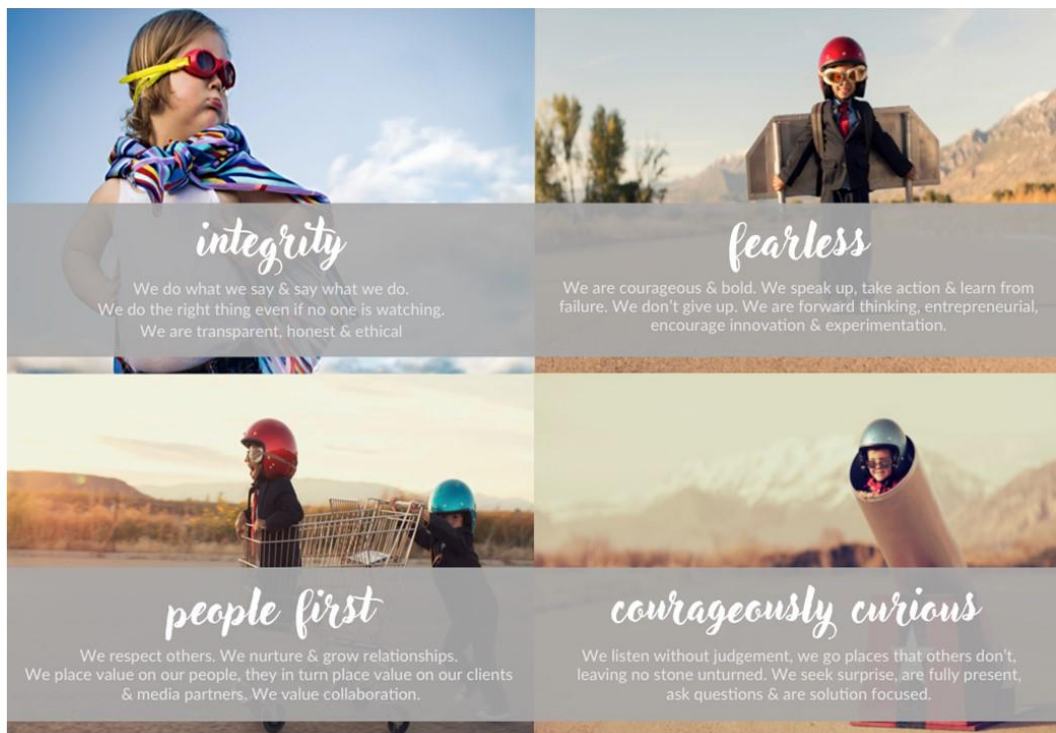
- Ensuring all retail media budgets are adhered to and correctly reconciled with Finance monthly, working with Group Business Director
- Managing and nurturing junior team to ensure high performance, career growth and to exceed client expectations
- Contributing to the wider merchandising of TMS such as Takeaway, The Wrap and NGen / MFA 5+

SPECIFIC RESPONSIBILITIES OF THIS ROLE:

- A key point of contact for Lexus Australia for Brand & Retail communications to bring their brand vision to life across Paid Media, both online & offline
- Support the Group Business Director – Lexus across all aspects of business between The Media Store & Lexus Australia by collaboratively working with cross-functional agency resources through agreed RASCI process to deliver against client KPIs.
- Responsible - through agreed RASCI process – for retail strategy, investment, execution & measurement, in collaboration with Group Business Director, Lexus business team and other cross-functional team members (Digital, Investment, Research & Insights, Strategy etc).
- Champion creative & meaningful Client partnership opportunities to deliver ROI in line with Lexus Australia brand communications strategy.
- Responsible for day-to-day media negotiations, with Investment team, and support major group media negotiations lead by Investment team & Group Heads.
- Responsible for ensuring that campaign media budgets are adhered to and correctly reconciled with Group Business Director / Finance, including proforma invoice checking against planned/forecast.
- Develop & maintain mid-level media partner relationships (from Account Manager / Director-level and above).
- Develop & evolve deep relationships with key client contacts by being the day-to-day contact and managing client expectations on workflow delivery through effective, transparent, clear communication.
- Responsible, in collaboration with Research & Insights and Head of Strategy, for creation & presentation of competitive and media landscape reviews to key client contacts.
- Collaborate with client agency partners (advertising / creative, digital, promotion, event, direct marketing, CRM, social, PR etc) to ensure holistic campaign delivery & seamless execution, that delivers against Lexus Australia objectives.
- Responsible for analysis and responding to client and/or media on all relevant proposals & requests.
- Day-to-day management of direct reporting Account Executive and nurture direct reports to ensure that they perform their tasks to the best of their ability and be responsible, in collaboration with Head of People & Culture & the Group Business Director for their professional development.
- Ensure that full support is given to Group Business Director by keeping an ongoing, open line of communication to both across all aspects of client & media business dealings.
- Internal & external conflict management including countermeasure and resolution identification & implementation
- Contribute to overall agency culture & growth by actively supporting new business initiatives and merchandising TMS, participating & leading internal training and workshops, representing TMS at external Industry & Media, demonstrating thought leadership & initiating and leading agency social activities.

KEY ATTRIBUTES:

- Has a thorough knowledge of all available data sources within the agency and be able to tell stories from the data to respond to client briefs and business needs
- Proficient in Microsoft Office and media proprietary tools
- Demonstrates proficient implementation and reporting skills
- Is comfortable working with people of all levels and maintain high levels of professionalism
- Ensures open lines of communication and deep trust is built with client and team so high performance can be achieved
- Understands the importance of confidentiality, being a good listener and strong attention to detail
- Demonstrates good time management skills; identify and set priorities based upon the urgent/important matrix, plan and schedule a realistic To Do list, know when to delegate and when to collaborate, how to manage interruptions and avoid procrastination
- Able to demonstrate independent thinking and self-motivation, yet be an invaluable team player
- Demonstrates confidence as a presenter; articulate and engaging in communicating with team, media owners and clients
- Communicates effectively to manage expectations, own errors and have an analytical yet creative approach to solving problems, in a timely fashion
- Follows process but also be able to suggest improvements to the existing process
- Has solid administration skills regarding invoicing, media bookings and client communications
- Committed to managing the junior team; from workflow best practice, workload distribution, professional development, nurturing relationships and identifying their people styles, creating a culture of accountability and building strong levels of trust
- Commitment to build strong internal relationships across the agency and look for ways to contribute to The Media Store health and growth
- Embodies the values of The Media Store through behaviours, attitude and initiatives



ABOUT THE MEDIA STORE

The Media Store is one of Australia's largest independent media agencies, completely non-aligned with any local or international group, developing a culture that delivers genuine, effective results for our clients. Being an independent agency, we attract experienced staff who thrive on the freedom to explore and use a creative approach to achieve results faster. We've created countless media firsts over the years and enjoy a rich history of innovation. Our vision is the raise the bar, for ourselves, our partners, and our industry.