# Strategy Executive

The Strategy team within The Kite Factory

# The strategy team have five areas of focus:

# **Client Strategy** – Ensuring all our clients have a clear strategy and appropriate support in broader strategic thinking to help drive their business forward.

# **Consultanc**y – A significant area of growth for our agency. We are responsible for delivering strategic consultancy projects to help clients make the most of their marketing, galvanize internal stakeholders, and leverage every available touchpoint for maximum success.

# **New Business** – The strategy team play a key component in all our agency pitching, which is crucial to agency growth.

# **Trends/Best Practice** – Ensuring that we stay on top of relevant developments in market and broader culture, and relay these to both clients and our agency colleagues to enable them to make appropriate decisions.

# **Insight** – we help clients get closer to their consumer using quantitative and qualitative research. We think creatively to find the answer and ensure the customer is at the centre of strategy and planning.

# Given our growth, we have an opportunity to grow our Strategy team.

# The Strategy Executive Role

This strategy executive will report into the Head Of Planning and a Strategist and will be a key component of the strategy team from day one.

We have a diverse client portfolio at The Kite Factory and you will be working on a mixture of leading not-for-profit and commercial advertisers, as well as feeding into the different areas of team focus as outlined above.

Initially, your key focus will be to support the team, using our planning tools and desktop research to help uncover facts, insight and evidence that will inform the strategies we create.

We believe that everyone can learn and build on their skills wherever they are in their careers, and, once in role, we will work with you to help build your skillset and develop your career with us. In time, we want to help build you skills sets so you can build client relationships and take a greater role in helping shape strategies for our clients.

You will quickly feel an integral part of the business, as the role will require you to work collaboratively across both the agency, and with clients’ internal teams.

**Experience Required**

* This is an entry level role. Relevant experience is definitely of interest, but not essential.
* We are really interested in learning more about you as an individual and what skills you can bring to the team.

**Key Skills**

* Being good with numbers is essential.
* Curiosity and an interest in diverse viewpoints and sources.
* Communicating your ideas so that others understand and engage.
* Good attention to detail.
* Passion for fact finding.
* Interest in Strategy as a discipline.

**Systems and Tools**

Some prior experience of Excel and PowerPoint would be an advantage, but not essential.