

**JOB DESCRIPTION: Strategist**

**April 2022**

**Role summary:**

Responsible for the day to day strategic leadership of the campaigns they work on. They work closely with Account Directors and Senior Strategists contributing to account planning and writing strategic responses. Has sound knowledge of clients’ business and sees the bigger picture, providing a considered and mature point of view in meetings. They act as inspiration and direction to the creative team, to help create campaigns that have a disproportionate impact in the world. As a strategist, this person brings strategic thinking to the table that is as unexpected and unforgettable as ELVIS’ creative work. They are a naturally curious forward thinker who champions brave, innovative work, all the time underpinning their thinking with a foundation of robust strategic skills. They are involved in all aspects of planning and evaluation: they know how to mine for insights, steer creative development and measure success.

**KEY OUTPUTS**

* Creative briefs and briefings
* Campaign strategy
* Account strategy (with support from Senior Strategists)
* Strategic set-up for creative decks
* Campaign/Brand evaluation
* Evaluation templates
* Research briefs/moderation

**CORE BEHAVIOURS**

**Strategic Expertise**

* Innate understanding of the strategic process
* Focused on delivering inspiration, clarity and simplicity above all else
* Leads strategic development of a range of different campaigns
* Writes inspiring, single-minded creative briefs independently
* Constructs convincing strategic arguments face to face, in writing or via a presentation
* Presents strategic and creative responses to key clients
* Learning how to own their point of view in a meeting room
* Thinks proactively about account strategies (with support)
* Is a valued ally to the creative teams
* Applies strategic learnings to campaigns and shares knowledge with the agency
* Spends time updating and learning from Senior Strategists and Leadership team
* Demonstrates expert knowledge of their clients’ business and category, as well as utilising knowledge from alternative or previous clients’ businesses

**Data and Insight**

* Building an understanding of research and insight gathering methods (eg primary, secondary, quant, qual)
* Monitors trends /current events / news to drive forward ideas and opportunities for brands
* Leads strategic evaluation - Produces weekly/monthly/quarterly reports, contributes to campaign PCAs, makes recommendations for optimisations based on learnings
* Knows their way around social/digital analysis tools (eg Facebook insights, Google Analytics)
* Leverages social listening for insight gathering and campaign evaluation (eg via Brandwatch)
* A finger on the pulse when it comes to innovation
* Analytical mindset – understands how to extract insights from data

**Relationships:**

* Proactive, enthusiastic and visible in agency
* Develops strong and collaborative relationships across the agency and with their Client/X agency peers
* Builds trust within agency and with clients with a clear and robust point of view, backed up by data
* Growing gravitas in front of more senior clients
* Has the confidence to challenge people to make sure the work stays on brief
* Is starting to be more than just a diligent worker, adding wider value in internal agency meetings and departmental sessions

**Creativity:**

* A trusted partner to the creative teams
* Inspires creative teams in briefings and WIPs
* Brings inspiration from multiple/unexpected sources into briefs and strategy
* Thinks bigger picture, pushes for stronger work, brings ‘the edge’ to creative development
* Takes responsibility of the development of creative briefs
* Is informed, persuasive and passionate when selling work in: is an objective ‘voice of the consumer’ in the room
* Is prepared before WIPs to ensure they can evaluate the work against their brief
* Learning to develop their own style of feedback that makes their strategic points without de-motivating teams
* Is intuitive and broad in their thinking around creative solutions

**Management:**

* Is a trusted support for their line manager – capable of stepping up when the need arises
* Manages upwards effectively to ensure right level of support is available, and Senior Strategist is aware of all key conversations / requests
* Updates Line Manager regularly to run through workload, responsibilities, and expectations
* Raises any issues or problems as soon as possible, offering solutions and work rounds as appropriate
* Helps to upskill others in adjacent teams (eg on social listening tools)

**Commercial Acumen**

* Understands our commercial process and is cognisant of it when briefing and developing work
* Understands how clients make money and ensures they consider this when rationalising our products and services
* Understands how the agency makes money and use this to positively develop both the client and agency output.

**Mindset and behaviour:**

* Enthusiastic
* Curious
* Analytical
* Inspiring
* Passionate
* Proactive, with confidence to work up solutions autonomously
* Confident and competent in expressing a point of view / opinions in internal and external meetings
* Isn’t afraid to ask for help
* Understands how their behaviour affects others
* Lives ELVIS’ agency values
* Is impartial and considered in their dealings with all Elvisians

**Experience:**

* 2-3 years in an agency-based strategic role
* Has worked on projects from client brief to evaluation
* Confident writing creative briefs autonomously
* Utilises their learnings and applies them to new situations