

Senior Strategist

Bristol, England, United Kingdom McCann Bristol Full time

Description

Who we are.

McCann Bristol is the BigSmall agency, with the might of a global network but a small, integrated team of 70 talented people. We're delivering culture-shaping work for a host of instantly recognised brands. But we never rest on our laurels; a continuous growth mindset is part of our DNA, which is why our business development team is a vital part of our success.

To help us continue building on this success, we're looking for Senior Strategist to strengthen our planning function, who'll deliver the insights that transform our creative solutions and unleash business transformation for our clients.

Why would you want to work here?

McCann Bristol is part of McCann Central, the UK's largest integrated agency. Over 500 individuals working together to help brands play a meaningful role in people's lives. Add to the (literal) wheelbarrow full of awards we've got including Euro Effies most effective global agency, Cannes and IPA Network of the Year, Campaign's European Integrated Agency of the Year, not to mention McCann Central's haul of awards in recent years at Cannes Lions, Clios, One Show, D&AD, LIAs, Golden Drum & Creative Circle Awards. So, creativity really is at the forefront of everything we do.

Requirements

This role is a crucial one, taking responsibility for leading within the strategy team at McCann Bristol. As part of the senior team, you will work with the Managing Partner for Strategy and the wider senior team to develop the future role of planning in the agency, driving agency growth through organic and new business development, and developing new strategic offerings and innovations to productise and market to clients and other agency divisions.

You will lead the strategy on key clients and new business pitches, guiding the development of client's businesses with in-depth understanding of their market, competitors, and customers. You will drive the client's business through the development of strategic insights and consumer behavioural truths. You will be involved in developing and delivering the communication, engagement, and brand strategies that motivate customers and demonstrably drive client business growth. You act as a conduit with Creative, PR and Social and Media teams to deliver client projects and outcomes.

What you'll bring to the table.

- Experience in strategy and planning within an integrated or creative agency environment

- Through the line background and will thrive on developing integrated strategy based on uncovering impactful insights and simplifying the complex, leading to inspiring creative briefs and expansive discussions with our clients
- You'll be able to demonstrate a clear talent for getting under the skin of clients' brands and their commercial challenges.
- A track record of successfully delivering strategic projects
- A lateral and creative thinker with the ability to make complex topics understandable
- Innately inquisitive about human behaviour, society, and culture
- Conversant with different research methodologies and capable of knowing how and when to apply them
- A deep understanding of the intricacies of the customer experience in an omni-channel world
- Clear ability to deliver cross-channel communications strategies
- Passion for developing others and upskilling everyone on strategy across the agency

The truth.

At McCann, we've spent more than a century building successful brands using one simple philosophy: Truth Well Told. It's our belief that consumer insights based on truth are crucial to building brands that last.

Working with McCann will be both fun and challenging. We want you to grow with us and create work our clients will be excited about and work you will feel proud of.

Benefits

In addition to a competitive salary, we are committed to creating a brilliant environment for all our people. This includes benefits such as 28 days holiday, plus the opportunity to buy more holiday, enhanced pension contributions, life assurance and much more.

A culture of learning and development is also central to our ethos, so you'll have access to industry leading training and development programmes, plus you'll get to work closely with the world's biggest media partners to access exclusive features and products.

Most importantly, you'll be part of a fun and collaborative team and you'll work in an environment where you are supported, pushed and developed.

Our commitment to equal opportunities

For us, diversity is a business imperative – one that must be embedded into every aspect of how we operate in order to drive success. Simply put, we believe an encouraging and inclusive environment makes sound business sense.

As a globally integrated community that influences and shapes culture, it's vital that the talent mix in our agencies encompasses all dimensions of diversity, and that we demand the same of the people we work with.

Conscious inclusion encompasses social, cultural and cognitive differences and cultivates an ethos of belonging, connection and shared purpose. It is the integration of this philosophy that allows us to create meaningful experiences for our employees, drive better business practices with our vendors and clients, and ultimately lead with purpose.

