**Job Title:** Strategic Planner

**Department:** Campaign

**Based:** Hartlebury

**PURPOSE**

You’ll drive forward planning of brand-building strategies at the agency. Bringing research and rationality to the creative process to ensure the best possible marketing solutions for a broad range of clients. You’ll ensure best practice, innovation and solid research and strategy underpin all of DRPG’s client responses.

**PRINCIPLE DUTIES**

You’ll work mainly with the campaign and creative teams but will support other areas of the business to:

* Provide strategic guidance based on market needs, trends and behaviours
* Inspire a creative team and steer the direction of a campaign, justifying the choice of format, platform and orchestration of the message .
* Analyse the role and impact of various touch points and channels on client’s business and marketing strategies
* Deliver planning at both implementation and strategic levels
* Participate in thought leadership initiatives and strategy workshop discussion with partners and clients
* Help the head of comms-campaign, head of insight and campaign team lead with best practice for planning, research and insight, developing the function both internally and externally

*This list is not exhaustive and you will be expected to work flexibly and undertake other such duties as the management may from time to time reasonably require.*

**YOU WILL**

* Ignite the generation of creative ideas
* Drive content and channel strategy
* Interpret research findings and generate consumer insight that enables creative communication solutions
* Make recommendations work successfully across all channels
* Synthesise and analyse, write & present key findings with clarity to produce on-brand, on-budget strategies and insights
* Lead and support on proposals and pitches with best practice, accepted research methodologies and any relevant regulations
* Be cool about working on many projects at the same time
* Work collaboratively with the rest of the DRPG team
* Understand clients’ needs and keep them happy with gorgeous work and great communication
* Be curious and keep getting better
* Be tuned into the ever-changing world around you, from business to tech, from politics to popular culture

**EXPERIENCE**

* Must have tons of similar experience, ideally within an agency environment or marketing company
* Ability to independently source supporting data and research
* Have a proven research background and detail orientated analytical skills
* Broad spectrum understanding of technical and legal matters (in reference to communication and marketing in particular)
* Ability to work across a broad range of client categories and a swathe of very different consumer groups
* Extensive and practical marcomms knowledge; B2B and B2C, internal and external
* An awareness of how different channels fit within the communications landscape
* Experience in mobile marketing, social CRM,E-commence, search engine is preferred
* Ability to work across a broad range of client categories and a swathe of very different consumer groups

**SKILLS**

* Outstanding writing, grammar and presentation skills
* Strong interpersonal, organisational and supervisory skills
* Responsive, creative problem-solving skills when working independently and in a team
* Adaptability and multi-tasking skills when working under pressure and/or on extremely different projects
* Active listening skills

**CHARACTERISTICS**

* Creativity, logic, passion, charisma and team spirit
* Someone who doesn’t surrender – we strive to get the job done, no matter what
* Fantastic communication skills and lots of banter
* Impeccable attention to detial (well spotted)
* Sound judgement
* Leadership qualities
* Love of innovation, insight, data and investigation!
* Happy to work outside usual office hours
* Manage your time like a Swiss watch
* Committed to making anything possible
* Ability to make tea and coffee as part of a round system preferred

**DATA SECURITY**

At all times you must work within the guidelines set out in the DRPG’s Information Security Policy and your Employee Confidentiality Agreement. Failure to do so may be treated as gross misconduct.

 **HEALTH AND SAFETY**

At all times you must work within the guidelines set out in DRPG’s Health & Safety Policy and Employee Manual.

**FURTHER NOTES**

The role will be remote at first, but candidates must be based within commuting distance of Hartlebury. Once COVID restrictions lift the expectation will be for several days a week in the office. You will be expected to work flexibly and undertake other related commercial duties both in the UK and overseas as the company may from time to time reasonably require.

The DRP Group is an equal opportunities employer.