

_ Job Description

Marketing Strategist

StrategiQ

Last Updated on 28 Sept 2022

Suffolk

Unit 16, Brightwell Barns,
Ipswich Road, Brightwell,
Suffolk IP10 0BJ

London

Unit 4.01 Soho Works,
Tea Building, 56 Shoreditch High St,
London, E1 6JJ

Midlands

Office 8, 1 Mill St,
Leamington Spa
Warwickshire, CV31 1ES

strategiq.co

Introduction

Formal Job Title

Marketing Strategist

Place of Work

Suffolk

Type

Full Time, Permanent

Line Manager

Strategy Director

This job description has been written to clearly outline and define our expectations of your duties and responsibilities for this role at StrategiQ. This description will allow both parties to gauge how you are succeeding or excelling within the role.

StrategiQ is committed to equality of opportunity for all applicants of this role. We are looking to fill this role with a candidate physically based in the UK and within commuting distance of our three offices. Unless invited by a Director of StrategiQ, respectfully no agencies.

_ Our mission is to be the strategic difference

We're not here to tick boxes. We're here to be a critical factor in clients' success. Helping shape their trajectory through expert insights and skilled execution.

Shoulder-to-shoulder, Getting there together.

_ Our Values

- **Courageous** - Always doing what's right, not what's easy.
- **Truthful** - Being honest. Being resilient. Being authentic.
- **Knowledgeable** - Industry experts, pursuing the master of our craft.
- **Limitless** - Challenging norms through infinite thinking.

_ Role Introduction

The Marketing Strategist is responsible for ensuring that StrategiQ's clients have a structured and credible marketing strategy based on the client's needs. Accountable for supporting Senior Strategists in setting the strategic vision for clients and overseeing its execution you will make sure that strategies are insight led, differentiating and inextricably linked to the needs of the business. As a thinker and marketer, you will work with the team to define and deliver highly effective integrated cross channel campaigns. You will consistently encourage and challenge all areas of the business to think strategically and push the boundaries of what good looks like at StrategiQ.

You will be obsessed with strategy and results-focused. You will be one of the go-to individuals within the agency for advice and expertise on all areas of marketing. Working closely with the Client Partners you will help develop and implement needs based strategies for our key accounts.

_ Responsibilities

- Create an atmosphere and culture of excitement and opportunities around strategy
- Support on and create credible, need-based and opportunity marketing strategies
- Help to develop and deliver research and insights capability within the agency
- Help to develop focused view of trends and developments in marketing and strategy
- Use trends, industry and consumer insights to challenge conventional thinking and frame opportunities
- Write and deliver, internally and externally, marketing strategies
- Oversee and support the delivery, execution and optimisation of the plan to ensure that the strategy is realised
- Play a role in new business and pitch development
- Support client partners in being the StrategiQ voice in client meetings
- Challenge strategy within the business everyday
- Support the evolution and implementation of the StrategiQ strategy service line that is billable to clients; new capabilities being formalised and put into action over time.
- Work with the Customer Experience team on the creation of Customer Journey Maps overlaying the brand lens (journey, brand narrative and media interaction) into the map to ensure that we can understand the barriers to purchase better and resultant communications strategy.

_ Required Skills

- Able to question, challenge and understand a client's business plan from a broad range of markets and sectors
- A broad understanding of marketing disciplines.
- Ability to devise marketing strategies in collaboration with clients
- Develop ability to confidently review and critique strategies across digital, off-line, brand and customer experience.
- Develop understanding of brand strategy: Market assessment, consumer understanding, seeing opportunity, positioning, brand identity and the importance of differentiation and brand narrative.
- Ability to write simple yet inspiring briefs distilling your thinking into a spring board for creative work and marketing campaigns.
- Ability to interrogate and use data to find opportunity, defend a position, persuade, prove and measure the effectiveness of communications.
- Ability to build strong and collaborative relationships with key agency and client partners to consistently elevate the quality of thinking and ideas applied to clients
- Ability to engage a room, through storytelling, presentation skills
- Experience in commissioning and shaping research requirements, interpreting results and delivering actionable and measurable recommendations
- Ability to close the deal and inspire the client to commit to what they need, not what they want

_ Experience we'd love to see

- The ability to write and deliver creative and robust marketing strategies
- A strong personal brand within the industry that may include the authoring of thought leadership, participation in conference speaking or the creation of strategy focused R&D projects/tools that gain attention in the wider community.
- Consistently recognised through the comments of your colleagues for your work, initiative and attitude within the company monthly MVP programme.
- Experience with enterprise marketing tools
- Expertise across Google's key Tools: GA4, Search Console, Tag Manager & Data Studio.
- Interest and structured training for marketing insights and strategy creation

_Typical week

- **50%** - Hands on strategy writing and reviewing existing clients
- **20%** - Client strategies reviews and new business audits/pitches
- **20%** - Training, mentoring and R&D initiatives
- **10%** - Client insight projects to support upsell opportunities

_Benefits

- 30 days annual leave
- Yearly loyalty bonus
- Individual performance bonuses
- £1000 conference and training budget every year
- Life assurance and critical illness cover
- Everyday health care cover
- Enhanced sick pay
- Hybrid working
- Volunteering leave and salary sacrifice for extra holiday
- Regular social events
- Gym membership (Suffolk office only)

StrategiQ is committed to equality of opportunity for all applicants of this role. We are looking to fill this role with a candidate physically based in the UK and within commuting distance of our three offices. Unless invited by a Director of StrategiQ, respectfully no agencies.