Strategy Director

# **Job Title:** Strategy Director

# **Contract type:**  Permanent

**Contract Hours:** 37 hours per week (Monday - Friday)

 (Part time hours can be discussed at interview)

**Reports to:** Head of Planning & Strategy

**Direct reports**: Planner/s (tbc)

# **Department:** Planning & Strategy

**Salary:** £60 - 70k

### **The Role:**

Open’s Planning team are responsible for leading strategic projects for our key charity clients, to unlock their fundraising and engagement potential.

As a member of the Planning team you will be expected to deliver high quality, effective and actionable insight and strategy to Open’s clients, potential clients and the market – in a way that drives both the productivity & profitability of the agency and unlocks future opportunities.

The role involves significant autonomy and, once established, the role holder would be expected to make decisions on client strategies, build trusted relationships with key client stakeholders, and provide leadership for both project and client teams.

Strategy Directors at Open also play a key role in helping to secure new business, both from existing clients, through the delivery of high quality work that leads to other opportunities, and from clients new to Open, through pitches, proposals and tenders. As well as via our external marketing, providing high quality, insight led content that attracts new business prospects.

The position is primarily office-based in Shoreditch and can involve travel to meet clients (primarily in London). There may, from time to time, be the opportunity for travel overseas. At present we require people to work from our office at least 2 days a week, with people free to work remotely, or in our office, for the remaining days of the week.

This position will report into a Strategy Director.

**The Person:**

* Motivated to work with organisations that change the world for good
* Critical thinker with an analytical mind, curious and insatiable for evidence based insight
* Great communicator – able to distil complicated ideas into easily accessible information
* Skilled at creative planning and taking a creative approach client challenges
* Able to look at lots of complex data and information, pull out the key insights and communicate them in a clear and concise way
* Big picture strategic thinker, great business instinct, and attention to detail to bring it all to life
* An excellent team player, works effectively collaborating with others in order to achieve shared objectives and is willing and able to deliver beyond his or her personal brief
* A self-starter who takes initiative and finds solutions to problems
* Professional and well organised

### **Key Responsibilities (not exhaustive):**

* Leading strategy for Open’s clients. Deliver work for Open’s clients that meet targets, uncovers valuable insight and bring in new business
* Draw together various disciplines – such as audience research, creative insight, data analysis, product development & business planning – to produce coherent, effective and actionable strategies for clients
* Develop inspiring and succinct briefs for creative and strategic work
* Plan fundraising campaigns across channels that drive results
* Develop testing plans, product or campaign optimisation and analysis
* Undertake effective desk research to identify actionable insights
* Line management of junior members of Planning team
* Work fluidly across audiences, objectives and channels
* Demonstrate thought leadership within the agency and the sector
* Work with and present work to clients and partners in person
* Support colleagues in driving new business and new clients into the agency – by contributing to our marketing and supporting proposals and pitches
* Deputise for Head of Planning when required

### **Skills & Experience:**

**Must haves:**

* At least 7 years experience in a direct response marketing or fundraising role which included budgetary responsibility as well as creative and strategic planning
* Significant experience of direct marketing working across a range of audiences & channels, including digital
* Significant experience of using data and insight to inform marketing strategy
* Experience delivering strategic solutions across a range of clients or organisations
* Experience in writing creative briefs or reviewing creative work
* Experience of utilising and applying research and consumer insight
* Excellent presentation & influencing skills and excellent written English
* A developed understanding of direct response or mass market fundraising principles
* A high degree of numeracy and the ability to interpret numerical data
* An ability to review lots of complex information and pull out the key information
* An aptitude for team working and the ability to collaborate in order to achieve shared objectives
* Proficient in Excel

**Nice to haves:**

* Experience of using insight tools such as YouGov, YouGov Direct, VoxPopMe, and Google Analytics
* Advanced Excel skills
* Experience of line management
* Experience of working in or with non profit organisations
* Experience working in or with a marketing agency
* Experience of working in a planning team

**Likely Key Performance Indicators:**

* Delivering high quality planning and strategy work autonomously, that satisfies or exceeds client expectations – to deadline and within budget
* Driving and supporting new business opportunities
* Positive feedback from colleagues, line manager, line reports, the SLT and clients
* Understands, supports and models Open’s core values of: Conviction, Innovation, Collaboration, Learning, Community, Diversity, Professionalism and Openness.

**Key Interactions (between postholder and others):**

* Reporting to Head of Planning and Strategy
* Working closely with Senior Strategists, Planners, Digital strategists, Delivery, Studio and Client Services teams to deliver collaborative project work to meet client briefs
* Inspiring Creative Studio members with actionable insight and inputting into creative
* Work with clients to drive their objectives – identifying strategic opportunities