



## Strategy Director

<b>Job Title:</b>	Strategy Director
<b>Contract type:</b>	Fixed Term (maternity cover for 12 months)
<b>Contract Hours:</b>	37 hours per week (Monday - Friday) (Part time hours can be discussed at interview stage)
<b>Reports to:</b>	Head of Planning & Strategy
<b>Department:</b>	Planning & Strategy
<b>Salary range</b>	£55,000 - £65,000 pa

### The Role:

Open's Strategy Directors are responsible for leading the strategic projects for our key charity partners, to unlock their fundraising and engagement potential.

As a senior member of the Planning and Strategy team, you will be expected to deliver high quality, effective and actionable insights 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.

This role is also responsible for overseeing our data and analysis function and the project management of freelancers. In practice this involves recruiting for and managing any data specialist freelancers (currently one) delivering client work on a project by project basis, as needed. The role is also responsible for taking the lead for Planning in our annual Charity Benchmarks product. Designing and delivering qualitative and quantitative stakeholder surveys as well as interpreting the data analysis of clients programmes to uncover challenges and opportunities, and writing individual and sector benchmark reports to share these insights in an easy to digest format.

The position is primarily (pre and post pandemic) 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. However at the present time and for the foreseeable future we are mostly operating remotely with occasional travel to the office or client meetings as and when needed.

This position will report to the Head of Strategy & Planning. 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 project and client teams.

**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 distill complicated ideas into easily accessible information
- 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
- Ability to prioritise work for self and others, and to supervise work where required

**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 from Open's existing clients
- Responsible for Open's data & analysis function: Including but not limited to recruiting and managing freelancers, leading on the briefing of analysis jobs and interpreting their findings, including Charity Benchmarks and any other data and insight projects
- Draw together various disciplines – such as audience research, data analysis, product development & business planning – to produce coherent, effective and actionable strategies for clients.
- Generate and ensure the application of both audience insight and testing to maximise effectiveness across the agency.
- 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.
- Supporting the Head of Planning and Strategy in developing new products & opportunities.

## **Skills & Experience:**

Must haves:

- At least 7 years experience in a marketing role which included budgetary responsibility and strategic planning
- Significant experience of 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 of working in or with non profit organisations
- Experience of utilising and applying research and consumer insight
- Presentation & influencing skills and excellent written English
- 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, GWI, Rival IQ, Google trends
- Experience of using data analysis tools such Tableau or PowerBI
- Advanced Excel skills
- Experience of line management

## **Likely Key Performance Indicators:**

- Delivering high quality planning and strategy that satisfies or exceeds client expectations – to deadline and on budget
- Supporting new business opportunities
- Positive feedback from colleagues, line manager, SLT and clients
- Aligned with Open's values

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

- Reporting to Head of Planning and Strategy
- Working closely with Senior Strategists, Planners, Data Analysts 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.