



Planner

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| Department: | Planning & Strategy |
| Contract type: | Permanent |
| Contract hours: | 37 hours per week (Monday-Friday) (Part-time hours can be discussed at the interview) |
| Reports to: | Strategy Director |
| Direct reports: | N/A |
| Salary: | £35,000-£40,000 pa depending on experience |

The Role:

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

All members of the Planning team are expected to support the delivery of 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 and profitability of the agency, and unlocks future opportunities.

Planners at Open play a key role in ensuring we develop the highest quality creative work by writing clear, concise and inspiring creative briefs. This process includes working alongside our amazing charity clients to distil their briefs to us, ensuring the creative process is audience-focused and that we have the most compelling stories and content to showcase. Planners work alongside our talented copywriters, art directors and clients throughout creative development to ensure the output is of the highest quality.

Planners also have the opportunity to contribute to the work of and learn from our strategy directors, leading on elements of larger strategic projects such as market and audience research.

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 two days a week, with people free to work remotely, or in our office, for the remaining days of the week.

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 to client challenges
- Able to look at complex data and information, pull out the key insights and communicate them in a clear and concise way
- Able to see and consider how projects fit into the bigger picture, with commercial awareness, and attention to detail to bring it all to life
- An excellent team player, collaborating with others to achieve shared objectives
- A self-starter who takes initiative and finds solutions to problems and is willing and able to deliver beyond their brief
- Professional and well-organised

Key Responsibilities (not exhaustive):

- Work with strategists and planners to deliver work for Open's clients that is on brief, on time and delivers against objectives
- 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
- Work fluidly across audiences, objectives and channels
- 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

Skills & Experience:

Must haves:

- Some experience in a fundraising, marketing, direct response or creative role
- A working knowledge of direct marketing principles, practices and channels
- Utilising and applying research and consumer insight
- Confident presentation skills
- 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 points
- A strong awareness of the role of data and insight in marketing

- An aptitude for teamwork and the ability to collaborate to achieve shared objectives

Nice to have:

- Experience in writing creative briefs or reviewing creative work
- Experience working in or with charities and NGOs
- Experience in using insight tools such as YouGov, YouGov Direct, VoxPopMe, and Google Analytics
- Experience working in or with a marketing agency
- Experience of working in a planning team
- Basic/intermediate Excel skills
- An understanding of copywriting and design

Likely Key Performance Indicators:

- Writing excellent and clear creative briefs that inspire our creative teams
- Delivering high-quality planning and strategy work autonomously, that satisfies or exceeds client expectations – to deadline and within budget
- Supporting new business opportunities and Open marketing as needed
- Positive feedback from colleagues, line manager, 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 a Strategy Director
- Working closely with Planners and Strategy Directors as well as Delivery, Studio and Client Services teams to deliver collaborative projects
- Inspiring Creative Studio members with actionable insight and inputting into creative
- Work with clients to drive their objectives – identifying strategic opportunities