

FRASER

We are born in Berlin as an independent agency. We are the next-gen agency with global-edge to help companies in their transformation through support of data, strategy, creativity and technology. We believe we can change the way clients think about agencies.

We unlock the potential of zeitgeist communication and digital product innovation for maximum efficiency. We help marketers and communicators at any stage of development, across all industries to reach their full potential.

JOB DESCRIPTION

We are looking looking to hire a confident and capable **STRATEGIST**. Reporting into the Head of Strategy, you'll work across all accounts, from supporting on the winning pitch through to analytics and reporting, you'll lead all strategic development, ensuring projects and campaigns are planned, created, and activated meeting KPIs. You'll keep up-to-date on all things social from new behaviours, platforms, tools that are changing the landscape. Contributing to the growth of the agency name, you'll help prepare case studies and write award entries and support growth in the team.

YOUR RESPONSIBILITIES

- Unpick client briefs, interrogate them and scope projects
 - Develop brand and creative strategies from the ground up
 - Devise compelling strategic decks
 - Write creative briefs and inspire creatives throughout the process
 - Plan and facilitate workshops
 - Commission and manage primary research
 - Translate qual and quant data into actionable insights
 - Work and present on new business pitches
 - Consult clients to develop further business opportunities
 - Monitor and evaluate campaigns
 - Write case studies and award entries
 - Demonstrate a commercial understanding
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REQUIREMENTS

- You have experience leading strategy on some accounts and have worked in an agency, perhaps you have some client-side experience too.
 - You have some experience in research, able to take data and uncover key insights, you'll be adept at developing robust strategies and able to craft a well written creative brief.
 - You're already a confident presenter and can manage relationships at a senior level, both internally and externally.
 - You pride yourself on getting the best out of people, working closely with agency and third-party teams to deliver high-quality work on time and to brief.
 - Knowledge of social media marketing is essential.
 - You must have is the ability to think upstream around a brand's business problem and be able to solve it in a creative, yet effective way.
 - . Trello and Slack addiction is a plus.
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We open up our trust to clients and to each other because we love what we do. We analyse and unlock new ways of thinking, go out and get it done. With enthusiasm and the spirit of Berlin. Does this sound like you?

Contact us on jobs@fraser.berlin | FRASER GmbH, c/o WeWork | Kemperplatz 1 | 10785 Berlin