

(Senior) Strategist (m/w/d)

Location: Berlin

Contract type: Full-time – Unlimited

ABOUT US

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 are looking to hire a confident and capable strategist (m/w/d). 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

YOUR PROFILE

- 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

WE OFFER

- Responsible tasks in a sympathetic and international start-up
- Shallow hierarchies and a strong exchange
- A friendly atmosphere and a professional working environment
- Working in the premises of WeWork, one of Berlin's creative start-up hotspots

Interested? Then we are looking forward to your application at jobs@fraser.berlin.