Midweight Strategist

Location: Bristol or Cardiff (**hybrid, in the office Mon-Wed-Thurs, wfh Tue-Fri)**

**Salary: £30,000 - £35,000 depending on experience**

As we expand the team, we are introducing this key, strategic role to support with strategy and planning across the agency and clients.

**About the role and about you:**

Although we welcome applications from experienced strategists, we also see potential to develop and grow this role if you have the desired, transferrable, skills we are looking for. You may well be working for the past three years or so in a PR and/or integrated advertising agency, running research, planning media, or coming up with solutions and proposals while managing accounts. Regardless of your level of experience, you’ll need to demonstrate good commercial awareness, understanding of big picture and love research and insight. Above all, you’ll be genuinely curious and passionate about finding out what makes people tick, understanding audiences, and how to engage with them.

Reporting to and working closely with our MD, you will be the foundation of any creative or campaign project and provide the team with information gleaned from research and insight. The ability to think beyond a project will be important, as you will be establishing where any plan will take a client. Closely following a brief, you will know both the client and the target market, inside out. The work will include:

* A deep understanding of the brief, clients, and their markets
* Interpretation of data and research, being able to identify key insight that matters in response to the brief, which will feed into strategy and proposals
* Carry out ongoing audience intelligence, competitor and market research – from desktop/online searches to informal workshops/interviews as required, including research partners when independent market research is commissioned
* Supporting in the development of strategy for proposals and tenders
* Writing inspiring, insight-led creative briefs to our creative team and media planning briefs to our channel strategist
* Working side-by-side with account and creative teams to ensure that campaigns and content align with agreed strategy
* Carry out social listening and support with campaign monitoring reports – this includes exploratory research at proposal stages, as well as preparing ongoing monthly reports using social listening platforms (such as Brandwatch and Pulsar), together with digital analytics (such as Google trends and Google analytics/metrics), interpreting insights and suggesting ongoing improvements to campaigns.
* Research creative work/ campaigns, reporting back with inspiring new content to inspire the team, to allow the agency to keep pushing boundaries
* Source and identify daily news and trends pertinent to our client(s) business
* Build familiarity of relevant research methodologies to continually improve how we deliver strategy across integrated and change of behaviour campaigns.

Desired skills:

* At least three years’ relevant agency experience
* A good knowledge of media and how strategy planning influences it
* Excellent written and verbal communication skills
* The ability to make complex subjects understandable
* Great organisation and prioritisation skills to work over a number of projects

**About us:**

SBW are an award-winning Integrated advertising agency, with offices in Bristol and Cardiff.

We create, develop and implement positive impact campaigns that change the way people think – for the better. We’re *For the Good Stuff*, most of our campaign work is centred on behaviour change and we work widely across the NHS, so you can expect the opportunity to make a difference on people’s lives as a result of the work we do. We’ve had over five years of consistent growth, we’re financially secure and we’ve won a Drum Roses award as well as a nomination for the Purpose awards this year – and we’re looking for more.

Our Bristol office based in Clifton is just a stone’s throw from the vibrant area of Whiteladies Road, and the City Centre. It’s a great location to experience all that Bristol has to offer in terms of food, drinks and culture (and why Bristol is consistently voted as one of the best places to live in the UK).

Also a short commute from the City Centre, our Cardiff Bay office is only a short walking distance away from the Millennium Centre and Mermaid Quay waterfront where you will find a wide range of bars, restaurants and cafes, as well as arts and entertainment to enjoy during a lunch break or when out with the team during our social events.

**What’s in it for you?**

We offer a competitive salary, holiday entitlement (including your birthday off), profit share bonus and excellent career development. We are looking to grow and develop this role with the agency, so there will be plenty of exciting campaigns to work on and to go from great to amazing in this position. Sound interesting? Please send your CV, together with a cover letter explaining why you would be the perfect candidate for this position to [leticia@sbwadvertising.co.uk](mailto:leticia@sbwadvertising.co.uk)

Closing date: 26th August 2022.

STRICTLY NO AGENCIES please. Unfortunately, due to the high number of applications we receive, we cannot respond in full to every application. If you have not heard from us within 2 weeks of the job closing date, you should assume you have not been successful on this occasion, but we wish you all the best in the future.