

Vacancy:

Strategic Planner

- **Posted:** 16/12/08
- **Contact:** Russell Townsend
- **Location:** Birmingham and London
- **Contract:** Permanent
- **Salary:** Negotiable

Overview of role:

As part of our growing team Clusta are looking for a Strategic Planner to work at both our Birmingham and London offices. The successful applicant will be working predominantly alongside the Managing Director and Head of Client Services. You will have a proven background in strategic planning/management ideally within a digital agency or through working on digital marketing projects. You must also demonstrate a deep understanding of digital channels and a passion for 'interactive' as well as involving customers in interactions with a brand.

Job Function:

- Responsible for developing insights from research; managing research and performance evaluation programmes.
- Responsible for the strategic output on a portfolio of clients; selling the value of strategic planning internally and to clients; and being accountable for managing internal resources and strategic deliverables.
- Works closely with agency's Managing Director and Head of Client Services to develop strategic responses.
- Works with Account Team and New Business Team to recognise client expectations.

Candidate Requirements:

- 3-5 years solid agency experience
- Possess advertising skills to develop a deep understanding of consumer attitudes, motivations and behaviours.
- Ability to build a comprehensive understanding of wider social trends, to be able to generate new insights and ideas.
- Understand the dynamics of clients' businesses which in turn will help the account teams identify new business opportunities.
- Strong studio experience and organisational skills, as well as ability to inspire account teams, creatives, the agency team and clients.
- A collaborative work ethic.

How to apply:

Interested applicants can apply via email only to: russell@clusta.com

Please include:

- PDF cover letter
- CV
- Examples of 3-5 recent projects (providing a description of personal contribution for each) plus an online portfolio.
- Subject line: "Strategic Planner"

No phone calls yet – we're hiring because we're busy, email only.