

Strategic Planner

A leading integrated agency is looking to fill the role of Strategic Planner.

As the bridge between the client and the communications specialists, the Strategic Planner will take the business problem at hand, develop a brilliant insight, and come up with the project brief. He or she will be the all-important communicator, researcher, and planner that matches complex problems to potential solutions. The quantitative and qualitative research they do will lead to work that truly pushes the envelope - this is the solid foundation that allows a creative and communications team to make incredible leaps.

The make simplicity from complexity. To inspire and to make order from chaos.

The position reports to the Group Strategic Planner.

Overall role

To develop and present strategic marketing communications recommendations for a range of clients by providing the team with information gleaned from studying the consumer and markets for relevant data. Combining logic and gut-feel to establish where a plan will take a client with clear guidelines, clear strategy, and a clear objective. Knowing both the client and the target market, inside out.

Typical activities

- Researching and gathering data to develop well-informed strategic plans for clients
- Examining clients' businesses to get to know their brands and understand their objectives
- Keeping up to date with cultural/social trends and customers' views and attitudes
- Producing cohesive and intelligent plans to bring success to campaigns
- Generating original ideas with other members of the team
- Presenting findings to agency staff and clients

- Identifying potential problems and devising ways to rectify them
- Liaising with senior members of staff to receive feedback and create improvements to strategies
- Evaluating campaign effectiveness
- Analysing sales data

Skills required

- A sharp and curious mind is a prerequisite
- A good knowledge of the media and how strategy planning influences it
- Immersed in popular culture, constantly challenging tastes and preferences in order to appreciate new platforms
- A good knowledge of the various media, including digital and how strategy influences it
- The ability to make complex subjects understandable, including packaging such information in a simple, appealing formats.
- The drive to be successful and perform well in all aspects of your strategic work
- The flexibility to work over a number of projects and balance your workload
- A proven track record in developing strategic plans that benefit the client
- Excellent written, packaging and verbal delivery skills

Send your application to enquiries@isaafrika.education

Deadline: 3rd January 2022