

## STRATEGIST

### Overview:

Mission have an exciting opportunity for a mid-weight Strategist with interest or experience in the retail, luxury and fashion sectors, to join a dynamic Strategy Team to work across a roster of clients ranging from premium and luxury brands to global FMCG. An understanding of the marketing mediums that make up an integrated marketing campaign are essential, especially digital content.

The ideal candidate will be passionate about and eager to be involved in the ideas and creative output that develop from great strategy.

### Skills Required:

- 3+ years experience
- Confident selling thinking internally and externally
- Ability to convey complex ideas simply and compellingly
- Fluent in social listening and capable across a range of digital tools
- Happy to provide objectivity and provocation to colleagues and clients
- Experience with running focus groups, brainstorming and workshops both internally and externally
- Confident identifying opportunities and working alongside account teams to set ambitious yet realistic KPIs that make a difference to a client's business
- Able to assimilate, understand, translate and display data in an accessible and interesting way
- Fully versed in qualitative and quantitative research

# mission