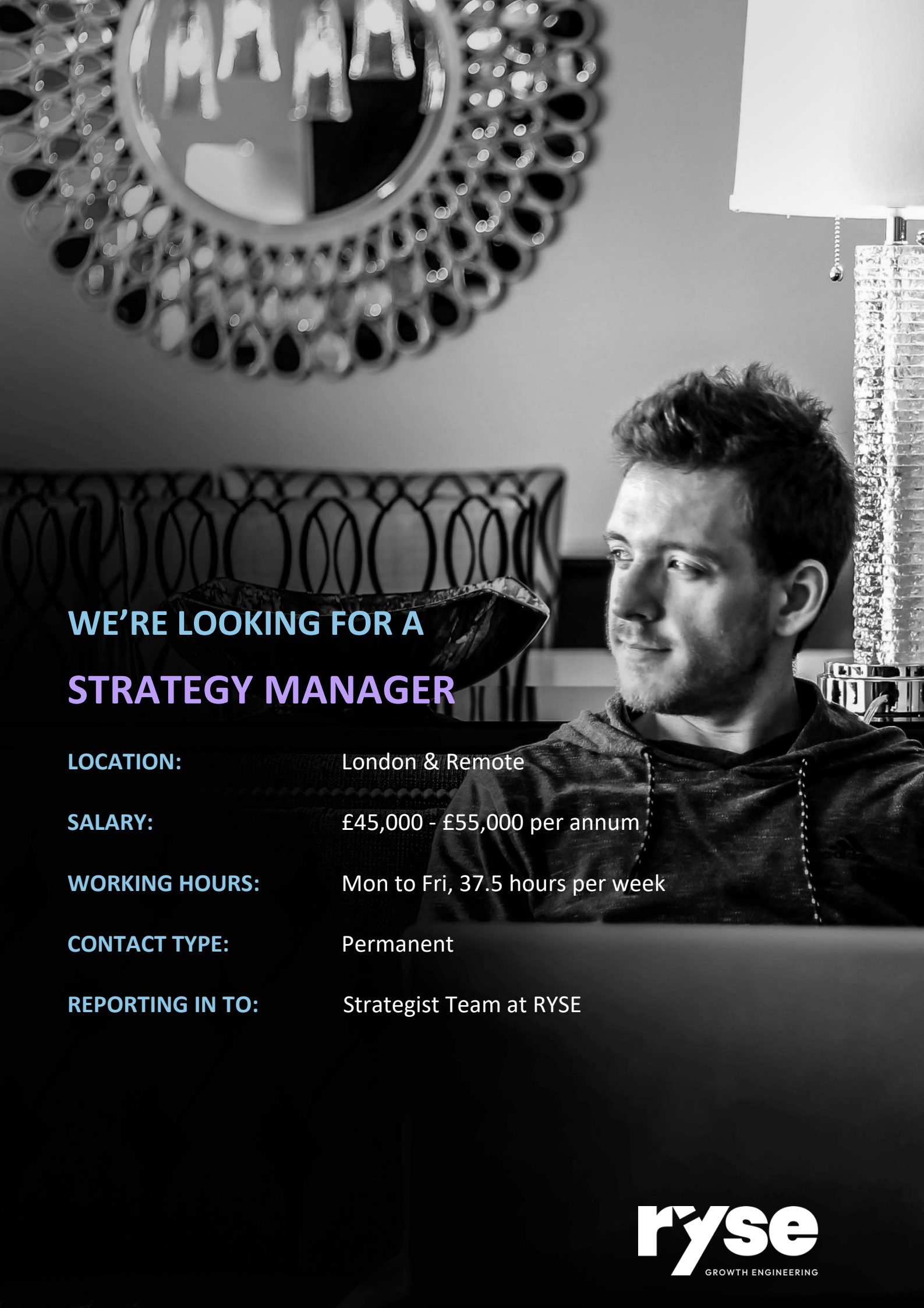




## WE'RE LOOKING FOR A STRATEGY MANAGER

|                  |                                 |
|------------------|---------------------------------|
| LOCATION:        | London & Remote                 |
| SALARY:          | £45,000 - £55,000 per annum     |
| WORKING HOURS:   | Mon to Fri, 37.5 hours per week |
| CONTACT TYPE:    | Permanent                       |
| REPORTING IN TO: | Strategist Team at RYSE         |

## WE'RE LOOKING FOR CREATIVES WHO WANT TO KICKSTART THEIR CAREER

The Strategy Manager role supports key client accounts, using data, research, and insights to identify growth opportunities and diversification strategies that align with each client's commercial goals. In this role you will develop strategic proposals and deliver compelling, insight-led narratives grounded in evidence.

You will collaborate with the Commercial Performance team to ensure data is effectively used to validate ideas, support strategic recommendations, and unlock new opportunities for both clients and the business.

## TO MAKE A REAL DIFFERENCE IN THESE AREAS

### CLIENT STRATEGY

- Support specific client accounts to ensure development, use data, research, insights, and trends, as well as grow the client account looking at opportunities for diversification that truly add value and align with the client's commercial goals.

### STRATEGY & INSIGHT DEVELOPMENT

Develop strategic proposals – either from client briefs received or proactive future thinking. To do this, there will be two fundamental areas of research/insight to capitalise on:

- Secondary data resources and insight using online and subscription resources. You'll need to be adept at curating and aggregating info to support client projects using this data to determine actionable insights and associated ideas
- Added to this, we do a lot of online desk and AI research which acts as a further resource to support clients in understanding consumer behaviour, market trends and segment analysis. These resources will all form part of your day-to-day responsibility

Primary research:

- At present, most of our research is quantitative, survey based. You'll work with the team and client to understand the best approach should direct consumer research be required
- This may involve a quant research questionnaire which you'll be expected to oversee and budget manage in partnership with the Junior Strategist responsible for research and mystery shop data outputs
- It may be you work with one of our qual research partners to brief, coordinate and report findings eg: ethnography studies, shopper intercepts and client mystery shops etc
- In both instances, you'll be required to analyse the responses and establish the critical findings that will form the basis of client proposals with storytelling front of mind

### DATA DRIVEN STORYTELLING

Deliver insight-driven stories that resonate and tell a compelling story grounded in objectivity and substance

- Work closely with our Commercial Performance team understanding the data they hold and how this can support opportunities and ideas for client account growth, validation and substantiation
- Be comfortable using data models to extrapolate critical information and critical thinking to support and substantiate proposals and client growth roadmaps
- Actively use and understand AI tools to support the development of these proposals (in line with due governance)

## PROPOSAL CREATION

Understand client challenges and define a solution that is agile, insightful and actionable. This may include:

- The creation of Playbooks based on topics/sectors/audiences that provide our clients with a helicopter view and potential opportunities to support their business strategies
- New client proposals or new project activations, perhaps part of a tender, where we lead the strategic direction of a presentation and work with the client stakeholders to develop the final proposal
- Partner with Client CSDs (Client Service Directors) to support post campaign analysis reports (PCAs) or account development workshops with insight-driven strategic ideas
- Developing story-first presentations that support account cadence with monthly and quarterly business review documents that support account achievements and highlight areas for consideration and opportunity

## WHAT WE'RE LOOKING FOR:

- You have strong PowerPoint skills that enable complex or comprehensive ideas to be delivered simply through the power of storytelling to engage and resonate with our audiences
- You're strong with Excel and data skills – experience of having analysed data and other insight resources would be very useful
- You're confident in using AI tools to streamline processes and support key outtakes ready for you to interrogate and validate as a component of your approach to key deliverables
- You're able to flex and juggle several different projects with various stakeholders – at the same time – with clear communication and prioritisation
- You have strong experience in a strategy/agency environment and are looking for your next move – one that gives you more autonomy, freedom to think and ideate, and enables you to have a voice that really will help shape the business
- You're a strong, compelling communicator both in talking and in writing
- You're fearless with a can-do approach and an insatiable appetite to evidence the value and point of difference to potential clients, confidently talking and presenting
- You're strong analytically, with superlative attention to detail
- You're curious, with an appetite to learn, grow, and pioneer
- You're able to knit together a clear and cohesive proposition, visually
- You're commercially keen, aligned to KPI setting and measurement