

STRATEGIST (MID LEVEL)

JOB DETAIL

JOB TITLE: Mid-Weight Strategist

REPORTING TO: Head of Strategy

DIRECT REPORTS: Junior Strategist, Interns

PURPOSE OF THIS POSITION

Responsible for developing and executing high-level strategic sponsorship initiatives to their completion, contributing to the agency's growth, and market positioning, and driving measurable success for our clients.

QUALIFICATIONS

REQUIRED:

- Bachelor's degree in marketing, Strategic Communications, or related field
- 2-4 years of experience in strategic roles within the marketing industry
- Strong passion for and knowledge of the sports and entertainment industry
- Curiosity with an ability to observe and identify patterns, trends, and insights.
- A creative thinker. Intuitive, enthusiastic, and brave to go beyond what has been done before.
- The ability to successfully manage multiple internal and external initiatives/projects in a deadline-driven environment.
- Work well as the leader of a team

JOB CONTEXT

The Strategist is primarily responsible for :

Managing and Implementing Sponsorship/Brand Strategies as appointed to you. Duties include but are not limited to – Creative Input & Execution:

- Provide substantial creative input and concepts to enhance client campaigns and initiatives.
- Drive ideation and brainstorming sessions.
- Work with the wider strategic Comms team and the Client Services team to assess briefs and challenges.
- Provide strategic thought leadership and expertise across clients and internal projects.
- Manage the development of strategic direction through creative execution.
- Collaborating with cross-functional teams to ensure strategy comes to life through activations and leveraging activities.

Strategic Planning:

- Collaborate with the Head of Strategy to develop innovative strategies that align with client objectives/briefs.
- Create and present strategic plans.

Market Research:

- Conduct research to stay abreast of industry trends, market dynamics, and competitive landscapes.
- Use market research and competitive trends to generate insights that inform recommendations and potential opportunities for our clients.
- Assist the Head Strategist with executing and driving research methodology for all projects and strategies to focus business on longer-term approaches.
- Manage and update the research archive.

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The Strategist is primarily responsible for :

Delivery:

- Contribute to various functions of the strategy team.
- Assist the Head Strategist in the formation of strategies by drawing insights, sourcing content, and editing presentations.
- Compilation of monthly reports around the latest sponsorship trends within the sport, entertainment, and lifestyle
- Drive the creation of research reports and insights that will be valuable to current and future clients.
- Ensure consistency and identify opportunities to enhance strategy quality.
- Budget Management – work with cross-functional teams to create strategies within the budget and allocate resources efficiently.
- Case study maintenance – continuous maintenance of case studies to be used for credentials and awards entries.
- Assist the Head of Strategy in refining the strategic process to ensure Mscsports is always at the forefront of the industry.
- Ensure that the output is in line with the client's brief, and Mscsports' standards, as well as all applicable legal and regulatory requirements.
- Assist in developing and implementing new processes to increase efficiencies and effectiveness of research, measurement, and strategy work for teams.
- Compilation of all necessary presentations and delivery thereof to clients.
- Ad hoc projects and duties

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JOB CONTEXT

The Strategist is primarily responsible for :

People:

- Foster good relationships with all internal departments and cross-functional teams
- Encourage teamwork and effective communication.
- As a member of the Strat Comms team, assist where possible with the coaching and development of more junior members of the team, for example, Junior Strategists and Interns
- Proactively support your manager, bringing forward fresh concepts and challenging assumptions where necessary
- Consult senior team members for guidance and support.

Business Development:

- At times, play a role presenting at pitch presentations.
- Work with other agency members to prepare responses to client requests for information and proposals.
- Ensure that clients are aware of all the services Mscsports can offer.
- Spot opportunities for new business and share them with your manager.

Data Analysis:

- Work with the measurement team to utilise data analytics tools to gather insights into consumer behaviour, audience demographics, and performance metrics.
- Being an enabler of Mscsports' unique strategic and measurement offerings and ensuring that all parts of the business integrate them into our work.
- Translate insight into actionable recommendations for clients.

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SKILLS

Required:

- Strong verbal, written, and presentation communication skills.
- Strategic thinking and problem-solving abilities.
- Capable to collaborate.
- Proven track record of project management
- Ability to manage multiple projects simultaneously.
- Strong research skills
- Ability to understand and communicate complex concepts/business issues verbally and in writing to internal stakeholders.
- Sharp attention to detail
- Demonstrated appetite for innovation and adaption.

PERSONAL QUALITIES

Required:

- Optimistic
- A visionary thinker with a passion for driving innovation.
- Proactive, results-driven, and committed to excellence.
- Personal beliefs reflect the values of the business (Respect, Integrity, Curiosity, Humility)
- Passionate about sports
- Keep up with entertainment trends.
- Well-organised and deadline-driven
- Handles pressure – the ability to handle multiple outputs simultaneously.
- Strong interpersonal skills
- Self-motivated and disciplined.
- Solutions driven.
- Ability to work independently and in a team.
- Effective collaborator and communicator.
- Prepared to work unusual hours (after hours/weekends)
- Demonstrates a commitment to fostering a positive and inclusive work culture.