



JOB DESCRIPTION

PLANNING LEAD

There are exciting times ahead at Taxi Studio. With a suite of diverse, brilliant briefs coming at us from all corners of the planet, our studio's growing and we're looking for a Planning Lead to come along on the journey.

The overall purpose of the Planning Lead is to focus and inspire creative brand expression solutions and demonstrate the strategic value Taxi Studio can bring to our clients.

You are accountable for:

1. **Strategic leadership of your clients** – You will develop and nurture real relationships with your clients through understanding their business challenges, attending client project briefings, meetings and research groups/debriefs where you are seen as a highly valued member of their strategy counsel by leading the strategic debate with rounded commercial and business acumen which extends beyond marketing and brand issues.
2. **Concept development** – You are able to generate new ideas and then communicate these both verbally and in written form. From the initial ideation of ideas, propositions and positioning you'll be expected to take your colleagues and our clients on the journey of your thought process and do so in a compelling and engaging way. Your ability to do this will be reliant on being able to quickly identify areas where brands can live across the brand experience in line with your understanding of the customer journey and established and emerging platforms/channels.
3. **Understanding research methodologies** – You have a strong understanding of different research methodologies, from competitive intelligence and desk research to Quant and Qual. You are able to set research objectives, brief research agencies as well as comfortably conducting in depth interviews and small focus groups.
4. **Facilitating workshops** – You can prepare and deliver convincing and well considered strategy workshops from sprints to Brand DNA and everything in between – researching the relevant categories/markets; preparing presentations; analysing client research and generally filtering the available information to ascertain the key insights and factors which should inform the development of the brand expression work.
5. **First class briefs** – You are responsible for the delivery of succinct, focused and inspiring creative briefs by filtering the available information to ascertain the key insights and factors which should inform the development of creative work, as well as being super sharp at reviewing creative work to ensure it is on brief and guiding it to be better. You will also lead the studio's understanding of how brands can be brought to life across the customer experience.

You will be:

6. **The embodiment of Taxi's values** - fairness, fearlessness & real relationships
7. **A team player** - collaborative, supportive & nice!
8. **Curious** – with an inquisitive and analytical mind
9. **Tenacious** – positive, committed, flexible & decisive
10. **Professional** – proactive, organised, adaptable & an excellent communicator

You will report directly to the Strategy Director who will regularly mentor and coach you to improve the quality of your output and thinking, as well as agreeing your quarterly goals and development needs.

Could that be you? Well, we're a diverse bunch and that means we're always looking for people to enrich our studio with fresh points of view. So it doesn't really matter if you're a quiet crafter, an off-the-wall thinker or both of the above – as long as you're vibrant, ambitious and eager to collaborate then we want to hear from you.

ALLOW US TO INTRODUCE OURSELVES...

At Taxi Studio, producing work that sets the bar ridiculously high is our creative priority. Be that for breakout brands or global giants, every single one of our superstars has a decisive role to play.

People come to us with awesome creative instincts and an enthusiasm to embrace what we're all about. They leave with a bunch of brilliant experiences; confident in the knowledge they've grown ten feet taller and been part of a pretty special culture.

So what's our vibe?

It's the sh*ts and giggles. The home from home. Knowing you've 'got this', but everyone still has your back. Feeling overwhelmingly valued by your team... and all of this is underwritten by 3 core values:

1. Real Relationships – with our people and our clients. We are down to earth and say it as we see it – we value long-term relationships and behave accordingly.
2. Fearlessness – we like to push the boundaries and develop big ideas that transcend specific mediums, blowing our clients' socks off in the process.
3. Fairness – we treat others as we wish to be treated ourselves.

That means that when you work at Taxi Studio you won't just get a competitive remunerative and benefits package – you'll also get to work with people who are as nice and talented as you are.

HOW WE SAY THANKS

It's the people that make the studio, so we make sure we reward ours generously. That means when you work with us, you can expect all the usual goodies (breakfast, parties, Thirsty Thursday's, studio lunches, and all the tea and coffee your heart desires) and then some...

- Generous personal development budget to spend as you wish
- Regular inspiration workshops and tickets to creative seminars
- Competitive salary with annual pay reviews
- Flexible working options
- Discretionary Bi-annual of up to 5% of salary
- Enhanced maternity and paternity package
- Life Assurance
- Health Cash Plan
- 23 days holiday (which increases with length of service up to a maximum of 30 days), plus bank holidays, your birthday off, and a Christmas shut down period