



## JOB DESCRIPTION

### STRATEGIST

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 Strategist to come along on the journey.

The overall purpose of a Strategist is to provide focus and inspiration relating to our projects, clients and the wider world to enhance Taxi Studio's ability to create outstanding brand expression work.

You are accountable for:

1. **Intelligence** – You will identify and curate intel, trends, and insight where creativity has been a driving force to change behaviour/attitudes towards a brand for specific clients/projects as well as identifying general trends emerging across the brand expression spectrum. You will proactively share your findings with both the studio and clients to help inspire future thinking and/or grow opportunities with our clients.
2. **Inspiration** – You will be able to start to define business and brand challenges, develop hypotheses and spot potential creative opportunity areas/themes to respond. You are able to present your observations and insights through the likes of strategically-on-point\* brand territories, creative platforms, equity deconstructs and in-depth competitive analysis (positioning, proposition, personality and tone of voice).
3. **Creativity** – Building on your definition of brand/business challenges, you are able to independently generate fresh ideas and deliver these with clarity and inspiration, in both verbal and written brief form. From briefings to initial ideation and through to refinement of an idea (strategy, proposition, positioning, territory) you're able to take colleagues and clients through your thought process in a compelling, collaborative and, engaging way. You're quick to identify areas of strength and stretch for brands, and where the brand expression opportunities lie. You are super sharp at reviewing creative work to ensure the work remains on brief and on standard.
4. **Facilitation** – You can prepare and deliver (either individually or as a part of a team) convincing and well considered workshops from sprints to Brand DNA as part of the BMFL toolkit and everything in between. This will involve setting up the 'room'\*\* researching the relevant categories/markets; preparing presentations; analysing client research, filtering information and been able to get the best out of people in a session.

\*Rooted in the business or brand challenge we are resolving with our work. \*\*In real life or Mural

You will be:

1. **The embodiment of Taxi's values** - fairness, fearlessness & real relationships
2. **A team player** - collaborative, supportive & nice!
3. **Curious** - with an inquisitive and analytical mind
4. **Professional** - proactive, organised, adaptable & an excellent communicator
5. **Tenacious** - positive, committed, flexible & decisive

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\*t's 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