



JOB DESCRIPTION

STRATEGY 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 creative superstars, with at least 5 years' experience as an established Senior Creative Strategist (or above/equivalent), to come along on the journey.

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

You are accountable for:

1. **Leadership** – You will be responsible for developing, growing and nurturing real relationships with your clients through understanding their business challenges, and project needs. You will be seen as a highly valued member of their strategic counsel and will proactively initiate strategic debate and create proprietary thinking that should extend beyond existing marketing and brand issues. You will play an active role in growing the scope of a project or client target, by spotting business opportunities, and identifying areas where we can provide more.
2. **Creativity** – You are able to generate fresh new ideas and deliver these with clarity and inspiration, in both verbal and written brief form. From initial ideation 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.
3. **Validation** – You have a strong understanding of different research methodologies (including our internal tools i.e. Proquo), from competitive intelligence and desk research to Quant and Qual. You are able to set research objectives, brief research agencies, as well as comfortably conduct in-depth interviews and small focus groups. You will be responsible for capturing pre and post project data to contribute to future case studies and award entries.
4. **Facilitation** – You can prepare and deliver convincing and well considered workshops from sprints to Brand DNA as part of the BMFL toolkit and everything in between. This will involve 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.

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. **Tenacious** - positive, committed, flexible & decisive
5. **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*tts 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:

- Flexible working options
- Regular inspiration workshops and tickets to creative seminars
- Competitive salary with annual pay reviews
- Discretionary Bi-annual of up to 5% of salary
- Enhanced maternity and paternity package
- Life Assurance (after 6 months service)
- Health Cash Plan (after 6 months service)
- 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