

## JOB DESCRIPTION PLANNING LEAD



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:

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.

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