

JOB DESCRIPTION STRATEGIST



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.

Taxi Studio
470 Bath Road
Bristol, BS4 3AP
United Kingdom
+44 (0)117 9713 587
info@taxistudio.co.uk
taxistudio.co.uk