



Senior Insights Strategist

IW Group, Inc. | West Hollywood

Looking for a senior **Strategic Planner** to join our agency team. This person will be responsible for collaborating with business leaders and creative minds in a multi-discipline team to deliver great brand and consumer stories. They are connected players, inspirational leaders and mentors. They are the starting point in shaping the business and creative strategy. They are analytical thinkers who dive deep to uncover core insights leading to the solution. They are the strategic catalysts of our daily brand work.

The ideal candidate is logical and analytical, intuitive about people, a strategic thinker with intense curiosity, an eclectic user of information, and an engaging storyteller with strong interpersonal skills.

Our agency is moving to a client and consumer centric model, evolving from our traditional department/functional structure to a client team structure. This means a select team comprised of multi-skilled experts (strategy, media, PR, events, creative, design and digital) will come together to form a group unit dedicated to support a specific client or group of client accounts. The objective is to deliver fresh, innovative marketing solutions, integrated ideas that live seamlessly across multi platforms, demonstrate speed and efficiency in delivery and ability to react and adjust as needed. This position will be part of such an enterprise team and will serve as a senior planning expert on that team.

Specifically, this role will:

- Handle day to day management of all research and data relating to the brand and advertising.
- Recommend and implement research that will aid consumer insight gathering and strategic process.
- Develop conclusions and recommendations from data and present strategy and direction to client.
- Shape insights and findings into a creative brief; lead briefing sessions to creative and other teams.
- Monitor and interpret cultural and social trends relevant to agency's clients.
- Establish a good working relationship with clients.
- Proactively suggest new means of developing and understanding the brand.
- Develop and maintain respect with creative teams, account team and intelligence department: push them all to achieve better work.
- Assist director of planning with new business presentation development.
- Community involvement especially at the Board level is highly supported and encouraged.

JOB SPECIFICATIONS

Education:

Educational background in marketing research, communications, advertising or related field of study. At least a bachelor's degree or equivalent. Masters would be a plus.

Experience:

- Minimum of 4-5 years' experience in planning, strategic planning or related communications experience, preferably in a client or an agency setting.



- Marketing background and strong analytical capabilities and strategic planning process a must.

Skills and Abilities:

- Ability to think creatively and evidence of success in developing brands and delivering them to market.
- Demonstrated knowledge of consumer demographics, psychographics, trends, research data resources, data analytics and related services.
- Some experience or knowledge of digital/mobile analytics is a plus.
- Must possess excellent writing and persuasive speaking/presentation skills.
- Must possess good people and organizational skills, demonstrated initiative, flexibility, sound judgment and a positive, collaborative attitude.
- Must possess ability to multi-task and effectively manage deadlines.
- Travel opportunities will vary and depend on the account activity. Anticipated at 20-30%.
- Must have knowledge of business and good business decision-making ability. Strong emotional intelligence skills and be politically savvy.
- Be a trust builder, have respect, compassion and empathy for all, and excellent written and verbal skills.

Join Us!

Qualified candidates should submit a resume and cover letter to the IW Group Recruiting Team at adcareers@iwgroupinc.com.