



**Position:** Strategist

**Reporting to:** Senior Strategist

**Location:** Edinburgh

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### **Who are we?**

We're The Leith Agency - Scotland's leading creative agency. We're a bunch of creative, digitally-minded, content-loving people working in the heart of 'the world's coolest neighbourhoods' (currently working from our equally cool homes).

We work across a number of digital formats and disciplines for a bunch of incredible clients, including Scotland's No.1 soft drink IRN-BRU, restaurant chain Nando's, the Scottish Government and many clients in the Health and Wellbeing sector.

### **Who are we looking for?**

- Midweight strategist – you have a couple years under your belt, either in a junior strategy role, or you're looking to make the switch from a different role in a creative or research agency.
- Endlessly curious about human behaviour and culture.
- Eagerness to learn and develop.
- Self-starter who can take a project and run with it.
- Human and empathetic, not textbook led.

### **Key responsibilities**

This is an exciting opportunity to grow your strategy career while working on bold campaigns that make a difference. You'll be working together with senior members of our strategy team, while also leading projects of your own.

**Insight** - You will have an important role in gathering and distilling consumer and market insights. This includes everything from desk research to conducting focus groups and interviews to commissioning research from external agencies.

**Strategy** - You'll help to clarify objectives and interpret client briefs. You will synthesise insights, use these to inform campaign or content strategies and write concise, inspiring creative briefs.

**Creativity** - You will work closely with the creative department to inspire, guide and shape ideas.

**Advocacy** - You will help to advocate for the ideas produced and have the ability to back up creative ideas with robust insight and rationale.

**Effectiveness** – You'll help to create outcomes that benefit our client. You'll also play a key role in measuring effectiveness. This includes analysing data and writing results reports and presentations.

**Collaboration** - This role requires you to work very closely with the client teams, other members of the strategy team and account and creative teams within the agency. You will also form part of a close cross agency team and work cooperatively with other agencies, eg. media/PR/Design.

### **The skills and experience you'll need:**

**Insight gathering** - You will have strong desk research skills as well as experience of qualitative research techniques like interviews and focus groups. You've always got your eye out for new trends and thought-provoking insights.

**Problem solving** – You'll be someone who copes well with open-ended tasks and uses quick, creative thinking to find the best way forward.

**Lateral thinking** - We need someone who will surprise us with the lesser imagined solution.

**Analysis and synthesis** – You must be able to distil large amounts of information and find the points that matter. You're skilled at moving beyond observations to identify implications, succinctly answering "So what?".

**Campaign development** – You know how creative agencies work and you've played a key role in developing effective multi-channel marketing campaigns.

**Talking, debating and presenting** - You must have excellent communication skills. This includes voicing your opinion and challenging others when necessary.

**Writing** - We would expect you to be a competent writer and have experience of producing documents such as effectiveness awards papers, thought pieces, blogs and tenders

**Self Motivation** - You will have the opportunity to make this role your own, you must be able to work without close management.

### **Skills and experience that will come in handy, but aren't necessary**

**A sense of humour** - this is pretty important. You've got to have a laugh.

**Knowledge of behaviour change principles** – We work with public sector clients to encourage healthier, greener, safer and more inclusive behaviours, so an understanding of what makes people tick will come in handy.

**Data and analytics experience** - knowledge of data analysis and dashboarding would be great.

**Digitally native** - equal experience and knowledge of developing campaigns across both online and offline platforms.

### **What's in it for you?**

- Not to blow our own trumpet, but you'll get to work at an award-winning agency with smart people who have a huge variety of skills

- A nice, airy, kushty office right on The Shore that we hope to see again soon
- Regular, company-wide learning sessions, meetups and talks
- Flexible hours and working from home
- Enhanced maternity/paternity leave and shared parental leave
- Pension plan with employer contributions, healthcare, childcare vouchers
- Charitable giving, volunteering days and subsidised gym membership

And even despite its best efforts, the Coronavirus pandemic hasn't stopped us. We're still committed to offering our usual office activities remotely:

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- Social events throughout the year
- Social drinks and games every Friday

**Contact:** [jobs@leith.co.uk](mailto:jobs@leith.co.uk)

**Website:** <https://leith.co.uk>