

# STRATEGIST

You are a driven “client impact” creative mind that easily switches from left to right brain and vice versa. You believe great design creates meaningful impact for people and businesses. You’re passionate about great brands and great storytelling and are constantly seeking content to inspire your work. You are imaginative and empathic and have a relentless drive to understand truth and challenge convention. You care passionately about the work that you do, and are a relentlessly curious learner. You love your work, and you love working with others too. If this sounds like you, and you can teach us how to make chocolate soufflés, then we want to hear from you!

Proverb currently seeks a Strategist to join its growing Strategy team.

## RESPONSIBILITIES

This highly integral role is placed at the intersection of clients and teams, and accordingly the right candidate needs to be adaptable, social, and creative. In your role, you will have the following areas responsibility:

- Develop strategies based on cultural, customer and corporate, and competitive insights Develop a detailed understanding of the brand’s audiences, cultures, business, and technology landscapes, and help translate insights into creative development
- Develop brand positioning and measures of success to ensure key stakeholders (creative teams, account, clients) have a clear understanding of what work needs to do to achieve objectives and how the work is performing.
- Conduct primary and secondary research studies and analysis
- Provide creative team with a clearly defined brief with concise information on the product, audience and strategy enabling them to develop breakthrough ideas for a variety of channels and platforms.
- Continually push better and more insightful thinking into the work
- Tell the strategic story from goal to insight to solution in a persuasive way Implement measurement tactics to track and report success.

**Proverb**



## REQUIREMENTS

The Proverb team is a mix of professionals with a curiosity about the world around them and an appetite to learn. Our team is composed of a wide range of experiences and backgrounds. For this role, we are looking for the following additional skills/experiences:

- 3-5 years of experience as Strategist in brand consulting, marketing and advertising agency, or design firm.
- Experience converting research data and insights into compelling stories and briefs/brand opportunities.
- Capable of delivering effective client presentations with storytelling methods.
- Experience conducting qualitative and quantitative research relating to audience, brands, culture and media channels.
- Case study demonstrating development of brand strategy in an agency setting across the entire strategic process (research through implementation).
- Highly organized, proactive and resourceful, culturally aware, and obsessed with the client's brand.
- An appetite to learn and for continual improvement.
- At least a bachelor's degree in English, Communications, Design, Sociology or one of the other branding related fields.

## ABOUT PROVERB

Founded in 1999, Proverb is an award-winning Boston based agency that specializes in making places that people love. With a focus on truth and simplicity, our work takes a long-term strategic approach to developing and enhancing our client's business, with teams spanning brands and market strategy, advertising, identity and naming, interactive design, product development and communications design.

We really mean it about the chocolate soufflés...

Please send your resume and a link to your portfolio to [jobs@proverbagency.com](mailto:jobs@proverbagency.com).