

# PART-TIME STRATEGIST

You are a driven client-first creative mind that easily switches from left to right brain and vice versa. You care passionately about the work that you do, but want to shape the path of a growing branding and design firm. You love your work, but 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 Senior Strategist to help shape and lead its talented team.

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## 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 4 primary areas of responsibility.

- **Client Execution:** You will work directly with clients and the project management team to ensure successful delivery of client work. This will include leading research initiatives for clients, developing new actionable consumer insights for clients, and working with the design team to deliver distinctive integrated work that reflects the client's aspirations. You will be able to rely on your familiarity with primary frameworks (SWOT, Segmentation, Position/Mission/Vision, etc.) to shape conversation, and will be able to drive a range client facing research efforts (market research, competitive analysis, data analysis, profile/persona) to help clients determine key insights into how to shape their brand identity.
- **Client Relationship:** You will work with the rest of team on the acquisition and execution of client work. From responding to new business opportunities, to

ensuring the successful delivery of client work, you will frequently be the face of the agency with clients.

- **Agency Growth:** You will impact the growth of the agency through new business opportunities, new services & capabilities, and improved business efficiency.
- **People Leadership:** You will shape the professional experience of all those around you. From your fearless leadership with your junior colleagues to your collaborative spirit with your peers, and your demonstrable ownership mindset with the leadership.

## REQUIREMENTS

- **Demonstrable evidence of:**
  - Professional experience in one or more of the areas above.
  - Familiarity with multiple business and marketing frameworks.
  - An appetite to learn and for continual improvement.
  - Evidence that you are not a robot.
- 5 years of agency experience, or creative consulting experience.
- Bachelor's degree in English, Communications, Marketing or related fields.

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## 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 [info@proverbagency.com](mailto:info@proverbagency.com).

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