

SENIOR STRATEGIST

Proverb is searching for our next Senior Strategist who will lead and direct projects from and work with creative teams to frame and shape thinking to deliver against our client's goals and ambitions. As a Senior Strategist you will use your mastery of storytelling to turn business goals into irresistible opportunities. You will help clients make sense of their challenges and ways forward to inspire impactful and inventive creative solutions.

WHO YOU ARE

You are a driven, “client impact”, creative mind who easily switches from left to right brain and vice versa. You believe great design creates meaningful impact for people and businesses and that strategy is the key to unlocking its potential. You are passionate about great brands and great storytelling and are constantly soaking up content to inspire your work. You are imaginative and empathic with a relentless drive to understand truths and challenge conventions. You know how to really listen to people and understand what people truly need, not just what they want. You care passionately about the work that you do and are a relentlessly curious learner. You understand that simple doesn't mean easy, but rather knowing what to focus on and why to focus on it. You are the rare mix of creative and analytic thinking. 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 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:

- Manage 2-5 brands at a time; at varying depths/degrees.
- Clearly understand and define client business challenges and brand goals.
- Develop strategies and recommendations based on cultural, customer,

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business, and competitive insights.

- Guide and provide strategic direction through entire brand identity and design process from brand strategy, brand identity, naming, logo development, messaging, etc.
- Lead senior client presentations, workshops, and engagements with confidence and autonomy.
- Serve as a mentor, collaborator, and educator to the Proverb team
- Develop brand positioning and measures of success to ensure that key stakeholders (creative teams, account, clients) have a clear understanding of the purpose of the work and how the work is performing against objectives.
- Conduct primary and secondary research 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.
- Help provide creative strategic direction and insightful thinking into the work throughout the entire creative process to help ensure work is delivering on strategy.

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:

- 4-8 years of experience as Senior 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.
- Can clearly and simply articulate and educate clients and internal teams on strategic concepts and frameworks.
- Experience conducting qualitative and quantitative research

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- 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 independent.
- 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.

