

A pivotal role in developing and presenting strategic insights, opportunities and solutions to our clients businesses. You will be responsible for designing research and gathering data to ensure that strategies are well informed and laid out to meet the needs of their target audiences.

A passion for understanding consumers and will encourage your colleagues and peers to feel the same, sharing latest trends or market insights you feel are relevant to our clients in order to drive intentional design forward. You will be responsible for helping to turn insights into actionable plans and brand narratives.

WHO ARE WE

Constant combines the insight and opportunism of a creative agency with the business knowhow of a venture fund. With this we create platforms for growth.

JOB TITLE

Senior Strategist

START DATE

Autumn 2022

RESPONSIBILITIES

- Gathering data and research to develop well-informed and effective strategies
- Researching clients and target audiences to better understand them and their objectives
- Writing clear briefs for the creative team, and collaborating closely to ensure that strategic insights and met in design and deliverables
- Participate in brainstorming sessions
- Provide market research, analyses and insights into latest industry trends
- Seek new opportunities to add value to existing clients
- Drive growth for existing clients with evolving strategies or performance marketing

REQUIREMENTS

- 4 years in a similar position in a Branding, Marketing or Advertising Agency, or related professional services
- Strategic thinker and creative problem solver
- Ability to turn research and findings into guiding insights
- Excellent verbal and written communication skills to explain concepts and generate discussion
- Comfortable presenting to senior management and stakeholders
- Passion for branding and strong understanding of leading brand thinking and constructs
- Proactive and a strong attention to detail
- Entrepreneurial, self-starter and nimble multi-tasker
- Ability to prioritise and work under pressure, handling large and complex projects
- Believe in working as a team rather than an individual

BENEFICIAL

- Additional spoken or written languages, specifically cantonese or mandarin
- Experience working in the APAC region
- Interest in design thinking and research processes
- Curiosity in new and emerging sub-cultures

COMPENSATION & BENEFITS

Competitive salary with full company benefits

HOW TO APPLY

To apply, please email a covering letter and resume to career@weareconstant.com