

Strategy Director

OPPORTUNITY

Ainira Industries is currently seeking applicants for creative Strategy Director to join our team and lead our strategic offering. We're looking for someone who can counsel a customer, rally a team, unearth a creative insight, and pitch a new client. We work across time zones and continents, and are committed to creating a workplace where everyone thrives. Position is based in Houston, Texas.

JOB DESCRIPTION

The Strategy Director is in a leadership position, managing a team of high performing brand and communication strategists and leading by example when it comes to strategic output and attitude. They will be responsible for delivering thorough and insight-led arguments to generate ground breaking ideas, leading new business with the development of strategic and creative inputs, and working in collaboration with brand strategists to redefine and shape brand positioning across sectors.

Reporting to the Group Head of Department, they will also be responsible for contributing to and defining our proposition and to drive growth of our strategic offering. They will part of a larger team, consisting of brand planners, digital strategists, content and channel planners, and communication strategists. The Strategy Director will have line management responsibilities at Manager and Director levels.

RESPONSIBILITIES

- Lead the strategic planning process for key strategic initiatives on specific accounts
- Putting the market situation, consumer and brand promise at the heart of our strategies and plans
- Using research and data to uncover insights to inform communication strategies Deliver strategically driven creative work, from ideation phase to full execution
- Lead and support executive management and senior leadership team with new business, delivering and managing the provision of research and insights through to creative platform across relevant markets, competitors and consumers
- Leading the development of creative briefs, the briefing session and then nurture the ideas to development
- Provide strategic leadership and teamwork to take clients to new and interesting strategic territories
- Team leader and line management of brand and communications strategists and manage their career development
- Prepare and arrange reports, budgets and forecasts and presenting them to governing bodies
- Meet regularly with direct reports to review performance, recommendations and reports, and identify any issues and set expectations of goals
- Represent the organisation at official occasions, in negotiations, at conventions, seminars, public hearings and forums, and liaising between areas of responsibility
- Maintaining awareness of the competitive market landscape, expansion opportunities, industry developments etc.

SKILLS and ABILITIES

- Outstanding tertiary qualifications or equivalent is required
- 7+ years' experience leading innovative strategies at an agency or working with developing insights, leading cultural trends, and driving big ideas for business
- Experience as strong presenter and ability to articulate a clear argument based on the market and customer context
- A passion for creative innovation and ability to work effectively with cross agency strategy, creative and delivery (communications, digital) teams
- Experience and/or strong understanding across brand and communications planning
- Strong research skills and understanding – both qualitative and quantitative
- Proven ability to isolate and prove a driving insight from research and turn that into creative
- Have excellent strategy and brand planning experience in B2B and B2C, with a portfolio to share
- Can craft strong strategic arguments to support your position and recommendations
- Solid skills in all core areas of planning, including research and insights, business strategy, analytics, cultural trends digital and social strategies
- Be a proven new business winner but also able to roll sleeves up and deliver

COMPENSATION

This is a senior role within the business and the compensation package, which includes company stock, will be structured to reflect the experience and expertise of the successful candidate.

APPLY

Click "Apply" below or use form in the Contact section – quote the reference number HR-COR-0025. Only the shortlisted candidates will be contacted. Thank you for your interest.

Recruitment agencies, please note that no agency candidates will be accepted.