

Junior Strategic Planner

Armstrong Partnership LP is a full-service, results-driven marketing agency that values enthusiasm, entrepreneurship, integrity, creativity and collaboration. If you're ready to roll up your sleeves and get dirty in an easy-going but hard-working environment, this might be the job for you.

Reports to: Director, Strategy and Planning

Works with: Cross-functional teams

The Junior Strategic Planner works with the account and creative teams to develop marketing strategy and integrated communication plans to achieve client goals. This individual is strategically inclined and curious, and uses their knowledge of marketing trends, consumers, and technology to advise the internal team on how best to reach the target audience and inspire action.

What you will need to do:

- Assist in the creation of strategic briefs and plans
- Work with account and creative teams on preparing the creative brief
- Collaborate with creative teams as they begin the creative development process
- Act as a partner and sounding board during the creative process
- Facilitate brainstorming and concept creation internally
- Integrate industry and competitor knowledge into recommendations and approaches
- Take high-level creative ideas and work with the strategy team to develop the strategic framework for the presentation of these ideas to clients
- Determine tracking methods for metrics on client programs and projects, and analyze these to evaluate campaign metrics
- Research client brands, competitors, and target audience, and interpret findings
- Conduct in-depth scouting into consumer behaviour and cultural trends, and help create insightful personas and consumer journey maps
- Monitor and interpret trends relevant to existing client lines of business as well as new opportunities
- Update internal staff and clients on industry news and trends, and their relevant applications
- Identify opportunities and strategies for our agency to grow and develop its brand

What you will need to have:

- Post-secondary education
- Strong understanding of marketing and communications
- Proven research skills
- Strong verbal and written communication skills
- Proven ability to develop well-written documents and presentations

- Critical thinking and problem-solving skills with an eye for creative solutions
- A collaborative approach to the role and coworkers
- Proven success building strong relationships
- Excellent organizational and negotiation skills