

## Strategist

**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 rev up your brain 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

### Position overview:

As the Strategist, your role is to work collaboratively with creative, digital, account, and client teams to create strategic platforms that have the potential to produce meaningful results.

Inspirational, persuasive, smart, intuitive, and agile, you are at the centre of the customer experience. You do more than just research and “deep dive”. You're not the PowerPoint person. You are a teller of stories, solver of problems, designer of experiences, architect of information, mapper of journeys, understander of humans and decomplexifier of the complex.

You live at the intersection of analytics and action. You see the big picture. No, wait. You PAINT the big picture. Yeah, that's better.

Digital, social, mobile, voice, online, offline, in line. You don't care. Traditional departmental sandboxes are irrelevant because you understand that we operate in an integrated world. You don't just add value, you generate it.

### What you will need to do:

- Lead the collection of relevant consumer, business, category, and competitive research
- Uncover meaningful insights that will help lead us to a big idea
- Lead the planning process in collaboration with creative, digital, and account teams
- Act as a trusted partner to creative and digital teams, helping to map ideas to the appropriate tactics
- Develop and present strategic platforms to intermediate-level clients
- Build strategic briefs that successfully capture all client requirements, challenges and objectives, and inspire creative and digital teams
- Create customer personas and journey maps
- Build brand architectures and create compelling brand stories
- Plan and facilitate ideation sessions with clients and cross-functional teams
- Collaborate with account teams in the creation of creative briefs
- Build excellent relationships with clients and partner agencies
- Monitor and socialize relevant marketplace trends
- Provide thought leadership to internal and client audiences

### What you will need to have:

- 3+ years of experience in advertising, marketing, or a related field where strategic thinking would have been a part of the job

- Excellent capacity to distill information and reveal actionable insights
- Direct involvement in the creative ideation process
- Familiarity with common research, insights and analytics tools
- Very strong written and oral communication skills
- Post-secondary education

Armstrong Partnership LP is an equal opportunity employer. Accommodation is available for applicants selected for an interview.