

## JOB DESCRIPTION

### SENIOR STRATEGIST

There's exciting times ahead at Taxi Studio. With a suite of diverse, brilliant briefs coming at us from all corners of the planet, our studio's growing and we're looking for creative superstars to come along on the journey.

The Senior Strategist will be expected to expand our strategic branding capability and improve client perception of the breadth of our service offering (which increasingly blurs the lines between design, digital and broader brand communications) and to focus the development of fearless creativity for our clients by providing high-quality creative briefing and project support, ensuring creative is developed within the scope of the brief.

Could that be you? Well, we're a diverse bunch and that means we're always looking for people to enrich our studio with fresh points of view. So it doesn't really matter if you're a quiet crafter, an off-the-wall thinker or both of the above – as long as you're vibrant, ambitious and eager to collaborate then we want to hear from you.

### ALLOW US TO INTRODUCE OURSELVES...

At Taxi Studio, producing work that sets the bar ridiculously high is our creative priority. Be that for breakout brands or global giants, every single one of our superstars has a decisive role to play.

People come to us with awesome creative instincts and an enthusiasm to embrace what we're all about. They leave with a bunch of brilliant experiences; confident in the knowledge they've grown ten feet taller and been part of a pretty special culture.

So what's our vibe?

It's the sh\*ts and giggles. The home from home. Knowing you've 'got this', but everyone still has your back. Feeling overwhelmingly valued by your team... and all of this is underwritten by 3 core values:

1. Real Relationships – with our people and our clients. We are down to earth and say it as we see it – we value long-term relationships and behave accordingly.
2. Fearlessness – we like to push the boundaries and develop big ideas that transcend specific mediums, blowing our clients' socks off in the process.
3. Fairness – we treat others as we wish to be treated ourselves.

That means that when you work at Taxi Studio you won't just get a competitive remunerative and benefits package – you'll also get to work with people who are as nice and talented as you are.

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## THIS ROLE IS FOR YOU IF...

You have at least 8 years' experience in a packaging and brand building environment – either gained on the client side in brand management or agency side managing strategy and projects for client brands. You may have a background in client service or strategic planning, but must have a detailed, practical knowledge of branding and packaging, with a voracious appetite for the latest trends in brand communications, brand building and how they can help Taxi Studio stand out from the crowd.

You will be dynamic, bright, self-motivated, open-minded, down-to-earth (we don't do egos at Taxi on any level!), hungry to learn and with a strong creative dimension.

On a practical level, we're more Keynote than Powerpoint, so a high degree of familiarity with it is desirable. MS Office wizardry is essential.

You may, on occasion, be required to attend external meetings within the UK and abroad so you must have and maintain a valid passport.

You're brilliant at:

- Planning & Organisation: The ability to stay professionally organised on a day-to-day basis and have awareness of the affect this has on others.
- Communicating: Both written & oral, outwardly & inwardly facing.
- Inspiring: The ability to convey ideas simply and confidently; write clear concept statements and justify creative work in a compelling way. The designers will love you even more if you can do the odd doodle to explain your thinking!
- Understanding the links between brands/consumers/commerciality: Ability to expand our strategic branding capability and improve client perception is a must.
- Persuasion: You'll be influential, impressive, valid, credible, convincing and effective. Gravitas is a key part of this role and you'll be equally at home speaking to the C suite as you are marketing executives.

You'd get a kick out of:

- Attending client project briefings, meetings and research groups/debriefs to act as strategic counsel to the Taxi team working on given projects.
- Preparing for and leading strategy workshops (positioning; brand architecture; innovation; naming etc.) and client strategy presentations – researching the relevant categories/markets; preparing presentations; analysing client research and generally filtering the available information to ascertain the key insights and factors which should inform the development of creative work.
- Delivering pitch work from preparation of initial provocations and credentials; interrogation of pitch briefs; development of strategic response and explanation of creative work.
- Providing & delivering strategic leadership, support, guidance & direction on all of your accounts.
- Writing and delivering (with style!) succinct, focused and inspiring creative briefs for the creative team (potentially in conjunction with our senior creative teams).
- Preparing analysis and structured justification for creative direction on projects.
- Writing concept statements; brand positioning and copy for designs – helping us to explain and sell our work in the simplest and most compelling way possible.

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- Working directly with the Strategic Client Partner to identify/research new markets and generate strategic work to feed into the new business strategy (some presentations at board level required).
- Working closely with Creative Services team on client development, generating regular insight and trend-based content which explore opportunity areas for brands to connect with consumers.
- Regularly contributing to the Taxi Studio content plan with thought pieces, articles and other relevant content that builds on our strategic credentials.
- Regularly reviewing creative work to ensure it is on brief and the best quality.

## HOW WE SAY THANKS

It's the people that make the studio, so we make sure we reward ours generously. That means when you work with us, you can expect all the usual goodies (breakfast, parties, Friday booze, studio lunches, and all the tea and coffee your heart desires) and then some...

- Generous personal development budget to spend as you wish
- Regular inspiration workshops and tickets to creative seminars
- Competitive salary with annual pay reviews
- Flexible working options
- Bonus of up to 10% of salary
- Enhanced company pension contributions
- Enhanced maternity and paternity package
- Life Assurance
- Health Cash Plan
- 23 days holiday (*which increases with length of service up to a maximum of 30 days*), plus bank holidays, your birthday off, and a Christmas shut down period

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