

## Job Specification

**Job Title:** Brand Strategist

**Department:** Client Services

**Location:** Bournemouth

---

Quantum is an Independent integrated Agency of 30 passionate and dedicated staff.

For almost twenty years we have created high profile national campaigns for some of the UK's biggest brands. We take a planning based, insight driven approach to creating conceptual campaigns. We take pride in all of our work and our clients trust us to know their brands and push the boundaries of creativity.

We have an enviable Client list, of which we are truly proud and due to continued growth are looking for a talented Brand Strategist to join our team.

We're looking for a leader and a relationship builder who can think big yet deliver on the detail. Drinks industry experience is required, with an in depth knowledge of the associated channels and shopper behaviours.

The work is varied and covers all channels including shopper, experiential and digital. You will have an excellent client services team to support and a brilliant creative team to inspire.

Key for this role is experience of planning input in brand, innovation, or strategic design agencies where the role focused on providing direction and rationale for the brand, guiding creative and research stages in pursuit of the conclusion. Brilliant organisational skills (you will be leading projects) plus alcohol experience is essential.

Main Responsibilities and key skills required:

- Able to 'own' projects and day to day planning and account management
- Nurture and grow client relationships and actively develop revenue with existing clients supporting client wins
- An accomplished skill in insight development
- Experience in facilitating workshops, running global positionings and global innovation projects
- Ability to thrive within an independent working environment and be a pro-active, a team player
- Ability to strategize and write global toolkits for brand and capability functions

This is an exciting time to join – the culture here is inspiring, bursting with creativity, fun and down-to-earth.