

**20 November 2023**

## **CLIENT STRATEGIST**

A Client Strategist must be able to build strong client relationships that ensure a trustworthy and credible partnership. As a strategic thinker, a key part of this role will include the ability to dissect and translate client briefs into strategic insights and objectives that will assist in informing the creative process start to finish.

### **ROLES AND RESPONSIBILITIES**

- Communicating effectively with clients and ensure that you always display impeccable presentation skills.
- A natural leader with fantastic people skills, both within the agency environment and when dealing with clients.
- Analysis of competitors and identifying subsequent opportunities.
- Staying up to date with technologies and consumer behaviours.
- Creating and presenting strategic plans and frameworks.
- Presenting solutions to client problems.
- Contributing to business development and digital innovation.
- Building and maintaining strong, long lasting client relationships.
- Handling of several projects simultaneously.
- A keen eye for detail.
- Organised and process driven – including managing calendars to internal workflow.
- Thinking on your feet, getting your hands dirty and offering support regardless of where its needed.

### **ADDITIONAL ROLE DIMENSIONS**

- Business accountability:
  - Ensure that jobs are completed within the agreed timeframe so that there isn't a negative impact on the hours allocated.
- Financial accountability:
  - Creating of POs/CEs and ensuring their approvals are received timeously.
  - Billing jobs accurately when required.
  - Putting a brief in for a recon or job closure once the job is complete.
- Work environment:
  - Attend and constructively contribute in meetings.
  - Have a positive attitude.
  - Being an adaptable team player.
  - Flair for creativity and innovation.
  - Self-driven and motivated.
  - An eye for detail and excellent coordination of projects.
  - Contributing to a collaborative working environment.