

Strategy Director

Responsibilities include leading client engagements, forming and growing trusted client relationships, creating high-impact strategic content and maintaining client profitability. Serve as engagement manager across multiple clients and initiatives.

Key Responsibilities

- Develop role as strategic client partner and advisor across ongoing brand initiatives
- Consult with clients on a range of strategic brand initiatives, including brand positioning, brand architecture, brand analytics, internal brand engagement and digital brand strategy
- Lead the development of innovative and thoughtful strategic solutions to complex brand and communications challenges on behalf of your portfolio of clients
- Build upon a deepening knowledge of business, brand and competitive landscape to deliver strategies that continually evolve client brands
- Oversee planning and execution of research initiatives, including desk research, client interviews, on-site workshops and online surveys
- Collaborate with clients and internal teams and partners to build and execute on strategic recommendations that will ultimately be brought to market across multiple channels
- Collaborate with creative teams to shape creative expression and execution
- Collaborate with project management to ensure that initiatives have appropriate resources for development, and are ultimately delivered on time and on budget
- Inspire and mentor junior strategy team members
- Engage in broad-based branding discussions with clients to become trusted counselor, and in so doing identify further opportunities for mutually beneficial growth of DeSantis Breindel and client relationship
- Own the strategic deliverables for new business pitches, conducting research and contributing a strategic viewpoint to presentations and proposals

Requirements

- Passion for branding with strong understanding of leading brand thinking and constructs
- A strategic thinker with the ability to instill confidence in clients and across internal teams
- Must be a leader and a team player and able to work with people at all levels of an organization
- Excellent verbal and written communicator, comfortable creating and delivering presentations and speaking in front of groups
- Executive presence
- Strong attention to detail
- Creative problem solver
- Ability to nurture and expand client relationships
- Ability to manage and mentor junior members of the team
- Must be a self-starter and nimble multi-tasker, able to handle large, complex projects
- QUALIFICATIONS
- B.A. degree; MBA or comparable industry experience
- Minimum of 7 years experience in brand strategy

Please send your resume and cover letter to strategy@desantisbreindel.com