



ROLE: STRATEGY DIRECTOR

WE DON'T DO WALLPAPER

True was founded in 2012 to be a different type of B2B agency. To break free from the world of short-term 'performance' marketing that swamps the industry with no lasting business effects. We believe that unignorable creativity is the most powerful way to drive commercial results for our clients. Creativity that is built on powerful truths that generate fame, attention, and build memorability.

And our approach is working. We are proud to be named Global B2B Creative Agency of the Year by the Association of National Advertisers last year due to the consistently high levels of creativity and effectiveness we've generated for our clients – leading to some great new account wins including Auto Trader, CAT Phones, Kaspersky, Logitech and Volvo.

WE'RE NOTHING WITHOUT YOU

As a different type of B2B agency, we're looking for a different type of Strategy Director to lead our planning function.

We want to redefine how brands engage business consumers by creating compelling stories and experiences that attract and resonate across an ever-evolving landscape. Our work pushes past boundaries and channels.

On the back of some exciting pitch wins, we seek a smart, talented Strategy Director who is as passionate as we are about changing B2B marketing, creating award-winning communications, and helping us generate brand and business momentum for ourselves and our clients.

We start with a big upstream brand idea designed to influence the 'top of the funnel'. Our integrated campaigns and programmes span brand development, brand roll-out, OOH, print, digital, TV and advertising through social channels.

WHAT YOU'LL LOVE DOING:

- Simplifying complex B2B communications.
- Lead the strategy function, inspiring the agency to ensure the work is outstanding and driving us to an ever more exciting future for our clients and pitches.
- Add value to the client's brief and challenge their thinking. You'll be confident enough to lead the client and interrogate the brief to identify new opportunities for the client and agency. You will be able to identify what the client issue is, even if it isn't what they think it is.
- Work in partnership with the client to help define business, marketing and comms objectives and the basis on which they will be measured.
- Working with multi-faceted information, be it client results, case studies or business data, competition, or market and making sure this is always current and forward-thinking.
- Be adept at knowing when and how to augment client information with the right stakeholder interviews or research across the board, be it quant and qual, ethnographic, semiotics, listening or UX.
- You will know how to successfully sift through the findings to get to the core of the problem. You'll be an insight champion.
- Collaborate with teams to provide and develop strategically sound ideas, innovation, thought starters and territories to fuel creative teams to produce great work whilst constantly ensuring ideas and execution are distinct.
- Adept at defining the creative idea, proving why it works and presenting it engagingly and interestingly for each client's needs. Support the client to bring it to life and make it happen in their business.
- Developing communications plans that make the idea happen across earned and bought media throughout the buyer's journey and include messaging frameworks and integrating into their businesses eco-system.
- Use business metrics and KPI's to demonstrate how and why the work created business and customer value.
- Write winning agency effectiveness award submissions.

WHO WILL THRIVE

- Be able to bring B2C (emotional) thinking to B2B audiences.
- You will possess natural creative thinking ability and a lateral, imaginative mind with a passion for great creative ideas.

- You can respond quickly from a solid foundation of knowledge of the clients' business and marketing challenges and their business models.
- You'll be adept at simplifying and knowing what to take away to get to the right proposition.
- Be a confident presenter adept at building persuasive arguments, propositions and compellingly telling the story.

WHAT'S EXPECTED

You must have 10+ years relevant ATL agency planning experience in a leading role.

WHAT WE CAN OFFER YOU:

Great range of employee benefits including:

- 25 days annual leave
- Monthly creative allowance
- Investment in personal learning and development
- Subsidised gym membership
- Childcare voucher scheme
- Potential to join employees share scheme
- A mattress ... speak to us to find out more!

If this sounds like it's up your street, send your CV to jobs@trueagency.com

ABOUT TRUE

Founded in 2012, True is a B2B creative and media agency with the central philosophy: to 'Make it memorable'. We believe that unignorable creativity, delivered with pin-point media accuracy, is the best way to achieve large and lasting business outcomes.

True's clients span industries, including Big Four professional services firm EY; automotive giant Auto Trader; fintech company Worldline; business services company Yell; Kaspersky in cybersecurity and Click Travel, a next-generation corporate travel platform.

Based in Soho, True is the London office of BBN International – ranked Number 1 International Marcomms Agency 2020 in the [B2B Marketing Agencies Benchmarking Report](#).