

Gene

<https://geneworldwide.com/careers/strategist/>

Strategist

Description

Allow us to introduce ourselves. We're Gene, a purpose-led, brand-obsessed, and human-centric marketing agency, designed to make health the dominant force in our society. Our mission is to empower health disruptors who prioritize consumer control and choice, while maximizing the power of brand experience. As a Strategist you are a vital part in the vision of our agency and will be responsible for the success of your assignments; including establishing strong relationships with our clients, your peers and ensuring that strategy lives us to our standards.

Responsibilities

- Develop and implement comprehensive marketing strategies that align with client goals and objectives.
- Conduct market research and analyze industry trends to identify opportunities and inform strategic decisions.
- Collaborate with creative, account management, and digital teams to ensure cohesive and effective campaign execution.
- Craft compelling value propositions, messaging frameworks, and positioning statements for clients.
- Lead brainstorming sessions and contribute to the development of innovative campaign ideas.
- Monitor and evaluate the performance of marketing campaigns, providing insights and recommendations for optimization.
- Build and maintain strong relationships with clients, understanding their needs and delivering strategic solutions.
- Stay updated on the latest trends, technologies, and best practices to ensure Gene remains at the forefront of the industry.
- Prepare and present strategic plans, proposals, and reports to clients and internal stakeholders.

Qualifications

- Proven experience as a strategist or in a similar role within a marketing or advertising agency.
- Strong analytical skills with the ability to interpret data and translate it into actionable insights.
- Excellent communication and presentation skills, with the ability to articulate complex ideas clearly and persuasively.
- Creative thinker with a passion for developing innovative solutions.
- Ability to work collaboratively.
- Proficient in marketing software and tools, including analytics platforms, CRM systems, and project management tools.
- Strong understanding of omni-channel marketing.
- Exceptional organizational and time management skills, with a keen attention to detail.

Hiring organization

Gene

Employment Type

Full-time

Job Location

Remote work possible

Date posted

July 2, 2024