

Brand Strategist

£50k + profit share

powerful brands
bold ambitions

We are looking for a new Brand Strategist to join our expert team and help create powerful brands with bold ambitions.

We are looking for a talented strategist to help us create, build and craft progressive brands through insight-led strategy and brilliant storytelling.

We work on a broad range of complex branding and communication challenges, designing creative solutions that achieve transformational change for clients across a diverse range of sectors in the UK and Internationally. Whether it's harnessing sport for social change, redefining the future of education, or helping to make London a truly sustainable city – we're working on exciting projects every day.

You'll be joining an experienced senior strategy team providing expert brand consultancy to a wide range of clients. Your focus will be gathering and translating insight (Discover) to shape propositions, strategies and stories (Define) as part of our Strategic Branding Process.

This is a brilliant opportunity for you to shape your career and develop your strategy expertise and skills working alongside these senior players, and play an integral part in the next stage of our agency's development.

We're looking for a strong critical thinker and problem solver, with the perfect balance of creativity and analytical skills, who's naturally curious with a deep passion for branding, culture and trends; someone with the ability to create brand platforms and bring strategic ideas to life through great storytelling and writing; able to confidently build relationships, and influence and inspire others.

Our ideal candidate is someone who has:

- 7+ years brand/strategy experience in an agency or client side role
- a solid understanding of the core ideas and principles of brand strategy – positioning, naming, architecture, tone of voice, messaging, creative briefing – with proven experience working on projects in these areas
- strong research experience, with confidence to lead interviews and facilitate workshops, with the ability to analyse and interpret complex information to create actionable insights
- proven ability to structure and write a range of compelling and persuasive reports and presentations
- well versed in strategy tools and content frameworks to shape clear, impactful ideas
- strong writing skills and a love of storytelling and creative writing to express the essential truth at the heart of every brand narrative
- an understanding of the consultancy process and the ability to listen carefully to diverse stakeholders before formulating clear insights and crafting brand platforms
- a strong belief in collaborative teamwork balanced with the ability to work autonomously
- outstanding written and verbal communication skills, with a high attention to detail
- a degree level qualification.

We know that successful brand consultants come in many shapes and sizes and from many different backgrounds and experiences.

If you can demonstrate that you have solid experience and capabilities, with a passion to learn and a genuine belief in the power of strategic branding then we'd love to hear from you.

The agency

RBL is an independent strategic branding agency that works with complex organisations to deliver the insight, ideas and impact to create powerful brands that realise bold ambitions.

Our key stages: Discover, Define, Design, Deliver, cover everything an ambitious organisation could need for a strategic brand review from initial research to creative execution. This process flexes to meet the needs of all projects from full strategic branding programmes to distinct brand campaigns.

We are an expert and agile team of talented researchers, strategists, creatives and project managers producing award-winning brands for diverse public and private sector clients including FTSE 100 companies, public bodies, academic institutions, elite sports properties, social enterprises and entrepreneurial businesses.

We're based in Leamington Spa, with all the lifestyle benefits that provides, but our clients are based anywhere from Michigan to Madrid, London to Amsterdam and everywhere in between.

rbl

rbl-brandagency.com

Our values

We believe we create brilliant work and a rewarding environment when we:

Push further...to keep growing, developing and increasing our impact.

Stay curious...to drive creativity and find better ways forward.

Work closer...making the most of each other, and giving our all.

Trust deeper...to build stronger foundations for our studio, brands, and working lives.

Own it...our successes, our failures and our futures.

Next steps

If the role, agency and culture sound like a good fit, please apply to the agency directly by sending your CV with a covering letter telling us a bit about yourself and why you think you might be a great fit for this strategy role:

admin@rblteam.com

And to get a deeper understanding of who we are and what life at RBL might be like, please visit: **rbl-brandagency.com**

This new position is open now and we hope to recruit in Q1/2 2023. However, we will take the time to find the right person for the role.

No recruitment agencies please.

