



WE NEED YOU

WE'RE LOOKING FOR JUNIOR STRATEGIST - SAMSUNG

LOCATION:

Home-working and Chertsey/Hertford

WORKING HOURS:

37.5 hours per week

SALARY:

£25,000 - £30,000 per annum

OTHER BENEFITS:

Competitive Reward Scheme Bonus, Life Assurance, Discount portal, Aviva Pension, Discounts, Company Sick Pay, ETHIC Values - Employee of the month: a chance to win a £500 lifestyle voucher!

CONTACT TYPE:

Permanent

REPORTING IN TO:

Head of Client Strategy - Samsung

WE'RE LOOKING FOR CURIOUS INDIVIDUAL WITH GREAT ATTENTION TO DETAIL

As our Junior Strategist, you will mainly work on the company's largest account, gaining a deep understanding of their business, customers, and engagement activities across retailers, contact centres, and B2B. Your work will support validating current efforts and driving client growth.

You will collaborate with the Head of Client Strategy and Commercial Performance team to analyse various data and research, create visuals, and develop hypotheses for proposals. Conduct primary and secondary research to understand markets, audience behaviours, and trends, fuelling new ideas for client growth. Produce client activation reports during live campaigns to review performance and suggest improvements.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

CLIENT AND INDUSTRY RESEARCH

- Work predominantly across our largest account requiring you to build a detailed understanding of their business, their customer audience and the engagement work we do across retailers, contact centres and B2B, to support with output that validates current activity and, importantly, supports their growth ambitions
- Undertake primary and secondary research to better understand markets, audience behaviours and trends to further support ideas, or drive new thinking to support client growth
- Set-up and create client research surveys. We use a couple of panel platforms to access their communities however the structure of all surveys is undertaken by the strategy team. You'll set these up, test them, and then aggregate the results for further analysis. Over time, we'd like you to craft the output of the initial results identifying key trends and/or critical elements of insight to fuel our findings and recommendations back to the client
- Independently sourcing, reading and analysing research, articles and data that's freely available to start to build an understanding of the sector, the audience, their challenges and the opportunities that might be available to the client

INSIGHT ANALYSIS

- Analyse data sets, our own, secondary and primary research findings, to aggregate findings, create visual outputs and craft initial hypotheses to support proposals (this will be done in partnership with our Commercial Performance team)

REPORTING

- Generate client activation reports, in sync with live campaigns, to summarise campaign performance and areas for improvement
- Set-up and maintain workflow reporting across client projects maintaining communication with all stakeholders and project management of projects to meet key milestone dates

CENTRAL
SUPPORT
JUNIOR
STRATEGIST

COLLABORATION

- As part of client account management, you'll also be required to contact report and note key actions post client meetings
- Respond to ad hoc client account team requests (in partnership with your line manager)
- You'll be supporting the wider strategy team by managing the central filing system for all resources, reports, insights and sources across clients and sectors so we have one central, up-to-date inventory that the team can access at any time

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're skilled in Excel
- You're a PowerPoint pro – You combine technical know-how with a passion for great design, clear structure, and audience engagement.
- You're meticulous with detail – Whether it's figures or written content, accuracy matters to you.
- You're curious and fearless – We're a small, ambitious team, and we want someone who's eager to learn, grow, and bring fresh ideas every day.
- You're confident analysing data – You can dig into data sets, uncover insights, and help shape smart client strategies.
- You're a natural storyteller – You'll help craft engaging, well-structured PowerPoint presentations that clearly communicate ideas and keep the audience interested.
- You're detail-oriented and dependable – You pay close attention to both numbers and words, meet deadlines, and communicate clearly with everyone involved.

Our ETHIC values are at the core of everything we do, the way we think, the approach we take. These five values are qualities we look for in every single member of the Blue Square team.

