

IIII

88

X`

### WE'RE LOOKING FOR STRATEGY MANAGER

LOCATION: Home working and London/Hertford

WORKING HOURS: 37.5 hours per week

**SALARY:** £45,000 - £50,000 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:** Director of Client Strategy and Growth



# blue square.

#### CENTRAL SUPPORT STRATEGY MANAGER

## WE'RE LOOKING FOR A COMPELLING, INSIGHT-DRIVEN INDIVIDUAL

The Strategy Manager role supports key client accounts, using data, research, and insights to identify growth opportunities and diversification strategies that align with each client's commercial goals. In this role you will develop strategic proposals and deliver compelling, insight-led narratives grounded in evidence.

In addition, this role also contributes to Blue Square's own growth by working with the Strategy team on thought-leadership content and new business proposals. This includes creating and presenting masterclasses on relevant topics and emerging trends, tailored for internal teams, existing clients, and prospective partners.

You will collaborate with the Commercial Performance team ensures data is effectively used to validate ideas, support strategic recommendations, and unlock new opportunities for both clients and the business.

## TO MAKE A REAL DIFFERENCE IN THESE AREAS

#### **CLIENT STRATEGY & GROWTH**

 Support specific client accounts to ensure development, use data, research, insights, and trends, as well as grow the client account looking at opportunities for diversification that truly add value and align with the client's commercial goals.

#### **STRATEGY & INSIGHT DEVELOPMENT**

Develop strategic proposals – either from client briefs received or proactive future thinking. To do this, there will be two fundamental areas of research/insight to capitalise on:

- Secondary data resources and insight using online and subscription resources. You'll need to be adept at curating and aggregating info to support client projects using this data to determine actionable insights and associated ideas
- Added to this, we do a lot of online desk research which acts as a further resource to support clients in understanding consumer behaviour, market trends and segment analysis. These resources will all form part of your day-to-day responsibility

Primary research:

- At present, most of our research is quantitative, survey based. You'll work with the team and client to understand the best approach should direct consumer research be required
- This may involve a quant research questionnaire where you will be trained (if needed) to liaise with our third-party provider to brief, cost, set-up and implement the research
- It may be you work with one of our qual research partners to brief, coordinate and report findings eg: ethnography studies, shopper intercepts and client mystery shops etc
- In both instances, you'll be required to analyse the responses and establish the critical findings that will form the basis of client proposals with storytelling front of mind



#### CENTRAL SUPPORT STRATEGY MANAGER

#### DATA DRIVEN STORYTELLING

Deliver insight-driven stories that resonate and tell a compelling story grounded in objectivity and substance

 Work closely with our Commercial Performance team understanding the data they hold and how this can support opportunities and ideas for client account growth, validation and substantiation

#### **PROPOSAL CREATION**

Understand client challenges and define a solution that is agile, insightful and actionable. This may include:

- The creation of Playbooks based on topics/sectors/audiences that provide our clients with a helicopter view and potential opportunities to support their business strategies
- New client proposals or new project activations, perhaps part of a tender, where we lead the strategic direction of a presentation and work with the client stakeholders to develop the final proposal
- Partner with Client CSDs (Client Service Directors) to support post campaign analysis reports (PCAs) or account development workshops with insight-driven strategic ideas
- Developing story-first presentations that support account cadence with monthly and quarterly business review documents that support account achievements and highlight areas for consideration and opportunity

#### **INTERNAL GROWTH**

 Work with the Strategy team on thought-leadership ideas and content that support Blue Square's own business growth and diversification opportunities including new business proposals. This may also feature masterclasses on a particular topic or trends we're seeing – to be presented within our own audience, client audience and new business prospects



## blue square.

#### CENTRAL SUPPORT STRATEGY MANAGER

### OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You have strong PowerPoint skills that enable complex or comprehensive ideas to be delivered simply through the power of storytelling to engage and resonate with our audiences
- You're strong with Excel and data skills experience of having analysed data and other insight resources would be very useful
- You're able to flex and juggle several different projects with various stakeholders at the same time
- You're passionate about AI/technology and how this can enhance your day-to-day and elevate outputs
- You have strong experience in a strategy/agency environment and looking for your next move one that gives you more autonomy, freedom to think and ideate, and enables you to have a voice that really will help shape the business
- You're a strong, compelling communicator both in talking and in writing
- You're fearless with a can-do approach and an insatiable appetite to evidence the value and point of difference to potential clients, confidently talking and presenting
- You're strong analytically, with superlative attention to detail
- You're curious, with an appetite to learn, grow, and pioneer
- You're able to knit together a clear and cohesive proposition, visually
- You're able to develop and deliver compelling presentations rooted in storytelling and substance
- You're driven to succeed
- You're solution-driven
- You're commercially keen, aligned to KPI setting and measurement

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.



