



## WE'RE LOOKING FOR A STRATEGIST

**LOCATION:** London & Remote

**SALARY:** Up To £40,000 per annum

**WORKING HOURS:** Mon to Fri, 37.5 hours per week

**OTHER BENEFITS:** Reward Scheme Bonus, Life Assurance,  
Discount Portal, Aviva Pension, Company  
Sick Pay

**CONTACT TYPE:** Permanent

**REPORTING IN TO:** Marketing and Growth Director

## WE'RE LOOKING FOR AN ANALYTICAL STORYTELLER

As our Strategist, you will play a central role in supporting Ryse and wider BPG key client accounts by using data, research, and insights to identify opportunities for growth. You will support accounts, craft strategic proposals, deliver compelling evidence-based narratives, and ensure our work aligns closely with each client's commercial goals.

Collaboration is central to this role. You will work closely with our Marketing and Growth Director, Strategy and Analytics Director, and Senior Partner, playing an important role within a small, fast-paced team.

## TO MAKE A REAL DIFFERENCE IN THESE AREAS

### BUILD GROWTH STRATEGIES

- Support client accounts through undertaking analysis that identifies growth opportunities
- Use insights, data, and trends to inform strategies that deliver measurable value

### MARKETING-FUELLED INNOVATION & STRATEGY

- Curate and analyse secondary data sources (online, subscription, industry reports) to uncover insights that directly inform client strategies
- Prepare analysis to support the development of proactive strategies and proposals that anticipate future client needs
- Translate complex research into actionable recommendations

### DELIVER WITH IMPACT

- Translate data and insights into clear, engaging narratives that influence decision-making
- Work with the team to validate insights and showcase business impact for clients

### B2B MARKET INTELLIGENCE

- Design and execute quantitative research projects, coordinating third-party providers where required (briefing, budgeting, implementation)
- Assist with research, data-mining & insight-gathering tasks as required by team Directors
- Maintain the design and upkeep of internal research frameworks to enable rapid, insight-led responses to client briefs

### BUSINESS & MARKETING METRICS AND KPI DASHBOARD

- Design streamlined reporting dashboards and KPI frameworks that enable our clients to track performance and support strategic decision-making
- Support data compilation for reporting, insight generation and performance measurement

### GO-TO-MARKET STRATEGY

- Contribute to proposal development aligned to client challenges, business cases and commercial outcomes
- Maintain reusable decks, frameworks, and benchmarks to support scalable GTM solutions

### AI SOLUTIONS

- Identify opportunities where AI and automation can enhance insight generation, analysis reporting and proposal development
- Support the integration of AI tools into research, analysis, and storytelling workflows

## INTERNAL PROJECT MANAGEMENT & OPERATIONS SUPPORT

- Contribute to the creation of intelligent, agile, insight-led proposals addressing client challenges
- Support key operational processes including raising and tracking client invoices
- Coordinate timelines, research inputs, and proposal outputs to ensure commercial delivery

## WHAT WE'RE LOOKING FOR:

- You're a PowerPoint expert, blending technical skill with strong design instincts, clear structure, and audience-focused thinking
- You're proficient with Excel, motivated to keep building your skills
- You're organised with an exceptional eye for detail, whether working with numbers or text, precision is important to you. Capable in experimenting with AI tools (e.g., ChatGPT, Perplexity, emerging platforms) to generate insights, automate tasks, and enhance output quality
- You're solution-focused, able to manage your own schedule and stay productive
- You're curious and bold, as part of a small, driven team, you're excited to learn, grow, and contribute fresh ideas daily
- You're a confident communicator, able to provide clear and concise progress updates to both internal and external stakeholders
- You're confident working with data, able to explore datasets, extract meaningful insights, and support smart client decision-making
- You're committed to continuous learning, actively upskilling and exploring new tools, methodologies, and approaches that push strategy forward
- You're a natural storyteller, skilled at shaping compelling, well-organised PowerPoint presentations that communicate ideas clearly and engage the audience
- You're confident hitting deadlines and keeping communication clear and consistent
- You're able to adapt to fluctuating workloads and happy to travel on an ad hoc basis, including occasional trips, when required