



**DIRECTIONGROUP**

**Title:** Planner

**Reports to:** Head of Planning

## Summary

*Planning and developing strategic activity and integrated marketing campaigns and programmes across online and offline channels including digital, direct, content, social and paid media.*

*Generates actionable insights from multiple data and information sources and presents it in a straightforward fashion to clients. Works closely with Marketing Technology, Client Services, Digital and Creative departments and serves as a key client facing representation at a planning level.*

## Essential Duties and Responsibilities

- Provide planning support across DG's client base assessing strategic problems and recommending actionable and practical solutions that get results (mostly B2B, some B2C)
- Lead and manage end to end planning process ensuring full quality control and integration within agency teams
- Support Account Directors in their account planning efforts
- Interpret and generate insight for use in integrated marketing planning, messaging and creative propositions – includes writing creative briefs, messaging frameworks and value propositions
- Present strategic plans and proposals to clients, with active involvement in new business pitches, speculative proposals and RFPs
- Develop, manage and analyse research proposals and projects
- Analyse campaign results, tracking and measuring against set metrics and making recommendations for future activity with insights from other agency teams
- Attend client briefings and brainstorm and facilitate client planning sessions when required
- Proactive support of DG's EDGE event programme as content creator and presenter
- Create unique and interesting content to support ongoing inbound and outbound agency communications.
- Maintain accurate timesheets that are completed by required deadlines.
- Work with Creative team to ensure the integrity of the planning thought throughout creative development.

## Required Skills

- Ability to analyse and distil sources of information into inspiring insights
- Contemporary knowledge and understanding of B2B marketing trends, skills and approaches
- Ability to cut through the clutter to develop single minded value proposition and messaging
- Experienced in demand generation, nurture and channel/partner strategies
- Impressive consultation skills and presence
- Strong understanding of IT and Technology sector and audiences
- Local, regional and global planning experience
- Solid analytical and research development skills
- Ability to develop planning frameworks and models
- Exceptional communication and presentation skills (verbal and written)
- Strong facilitation skills to successfully host client or internal workshops to reach desired outcomes
- Excellent interpersonal skills with the ability to build strong relationships and trust with senior stakeholders and peers



## DIRECTIONGROUP

### General attitude

- Credible and likeable
- Good at juggling many tasks / multiple projects simultaneously that are deadline sensitive.
- Nice, approachable way of working with people, a team player.
- Self-starter, goes above and beyond on tasks.
- Seeks out opportunity and challenge.
- Determined and passionate
- Committed to be part of the future of our agency and industry
- A good team player with a sense of fun

### Qualifications and experience

- Degree level - in Business, Communications, Marketing or related field.
- Ideally some level of postgraduate study in Marketing or related field.
- Minimum 3 years integrated planning experience within an IT/Tech agency or 5+ years in Client Services role with planning responsibility.

### Alignment with Agency Values

Our values are the foundation of our business. They are what we stand for. They are what shapes our behaviour with each other and with our clients and partners.

#### GENUINE

- When it comes to building client relationships
- When it comes to empowering our team
- When it comes to delivering long-standing partnerships

#### RESULTS-DRIVEN

- With rigorous commercial focus
- With a reputation for efficiency
- With a focus on measurement

#### ORIGINAL

- In applying our intelligence
- In remaining curious and inquisitive about the world
- In offering opinion and thought leadership in our sector

#### UNRELENTING

- So that we can champion change and new ways of doing things
- So that we can stay ahead of sector and industry needs
- So that we can push the boundaries and interrogate briefs

#### PASSIONATE

- About the technology and marketing industries
- About what we do and who we do it for
- About the way we work together

### About DirectionGroup

There are many agencies out there promising more bang for clients' buck. You won't find that at DirectionGroup. Instead, you'll find an agency that gives more buck for their bang. With us, clients get great creative and strategic work. But they also get lots of lovely numbers. Numbers that show marketing's not just pulling its weight; it's leading the revenue charge. At DirectionGroup, inspired thinking: leads to revenue.