



101 West Hill Road
Bournemouth
BH2 5PQ

t +44 (0)1202 311 345
e hello@wearequantum.co.uk
wearequantum.co.uk

Job Title: Strategic Planner / Brand Strategist

Department: Planning

Location: Bournemouth

Would you like to be part of something special? Welcome to Quantum

We're an independent brand activation agency creating BIG ideas that work in MANY places.

We create campaigns that change customer behaviour by turning great STRATEGY into tangible ACTION.

Who are we?

We're a team of thinkers and doers. People that understand people.

A challenger brand, working with challenger brands.

We practice what we preach. Creativity. Agility. Impact. And do what it takes to change behaviour.

We make the complex, simple - the theory, tangible - the intimidating, inspiring for consumers, shoppers, and stakeholders.

We turn strategy into action and deliver action wherever it's needed.

Who we're looking for

We have an enviable client list, of which we are truly proud, and due to continued growth are looking for a talented Brand Strategist to join our team. We're looking for a leader and a relationship builder who can think big yet deliver on the detail. Food and/or drinks industry experience is preferred, with an in-depth knowledge of the associated channels and shopper behaviours.

The work is varied and covers all channels including shopper, experiential and digital. You will have an excellent client services team to support and a brilliant creative team to inspire.

Key for this role is experience of planning input in brand, innovation, or strategic design agencies where the role focused on providing direction and rationale for the brand, guiding creative and research stages in pursuit of the conclusion. Brilliant organisational skills (you will be leading projects) plus alcohol experience is essential.

This is an exciting time to join – the culture here is inspiring, bursting with creativity, fun and down-to-earth.

VAT number

170283423

Company number

08649805

Registered Office

Quantum Marketing Europe Ltd
7 & 8 Church Street, Wimborne,
Dorset BH21 1JH



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What we can offer you

- A salary of £60 depending on experience
- 27 or 30 days holiday per year + 8 Bank Holidays
- Enhanced Maternity and paternity benefit
- Enhanced Sick Pay
- Private Medical Insurance
- Medical Cash plan
- Access to face-to-face counselling sessions
- Employee Assistance Programme
- Access to multiple perks and discounts
- A fundamental focus on wellbeing
- Access to training & development
- Flexible start and finish times
- Socials
- Lots of Little extras

Core objective

To support the wider creative and client service team to develop insightful, simple, and compelling brand plans and campaigns grounded in real-world thinking.

- To inspire teammates throughout the agency to think and do differently.
- To approach every brief (big and small) with enthusiasm and energy.
- To work hand in hand with creative and client services to ensure our ideas really can change behaviour.

Main your responsibilities and key skills required:

- Able to 'own' and lead projects
- Nurture and grow client relationships and actively develop revenue with existing clients supporting client wins
- Experience designing, managing and running qual research (stakeholder interviews, consumer depths and focus groups)
- An accomplished skill in insight development and finding the simple among the clutter
- Experience in facilitating workshops (internal and client facing), running global positioning workstreams and ideation sessions and global innovation projects
- An eye for copy writing and turning the functional into the inspiring
- Ability to thrive within an independent working environment and be a pro-active team player
- Ability to strategise and write global toolkits for brand and capability functions
- Appreciation for the blend of strategy and creativity, working closely with client services and creative teams to deliver the best strategic outcome

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- As a senior member of the team, you will be expected to manage and/or mentor other members of the team and inspire the best output from everyone

If this sounds like you, we'd love to talk

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