

Comms Strategist

JOB DESCRIPTION



Penna

About the role

At Penna & Stafford Long, our goal is to attract the right talent for our clients. To do this, we need to stand out in a crowded market and our comms strategy team is responsible for creating innovative solutions for clients as well as keeping us ahead of the market.

The employment landscape, the jobs we recruit for, the audiences we need to reach are constantly changing; and so too are the approaches we need to take. Keeping pace with the market is challenging. Our clients rely on us to be experts, to give them sound advice the best approach. And to bring them new ideas and new tools to improve recruitment. The Comms Strategist is a vital link, helping clients to make the most of comms planning, channels and technology to attract talent. Reporting to the Head of Comms Strategy, you will provide strategic guidance to clients (and new business prospects), helping them to solve attraction and resourcing problems.

You'll work with clients to set realistic campaign goals, and dig deep to clearly identify business and audience problems. In pursuing this you'll also oversee gathering of insight through primary and secondary research methods.

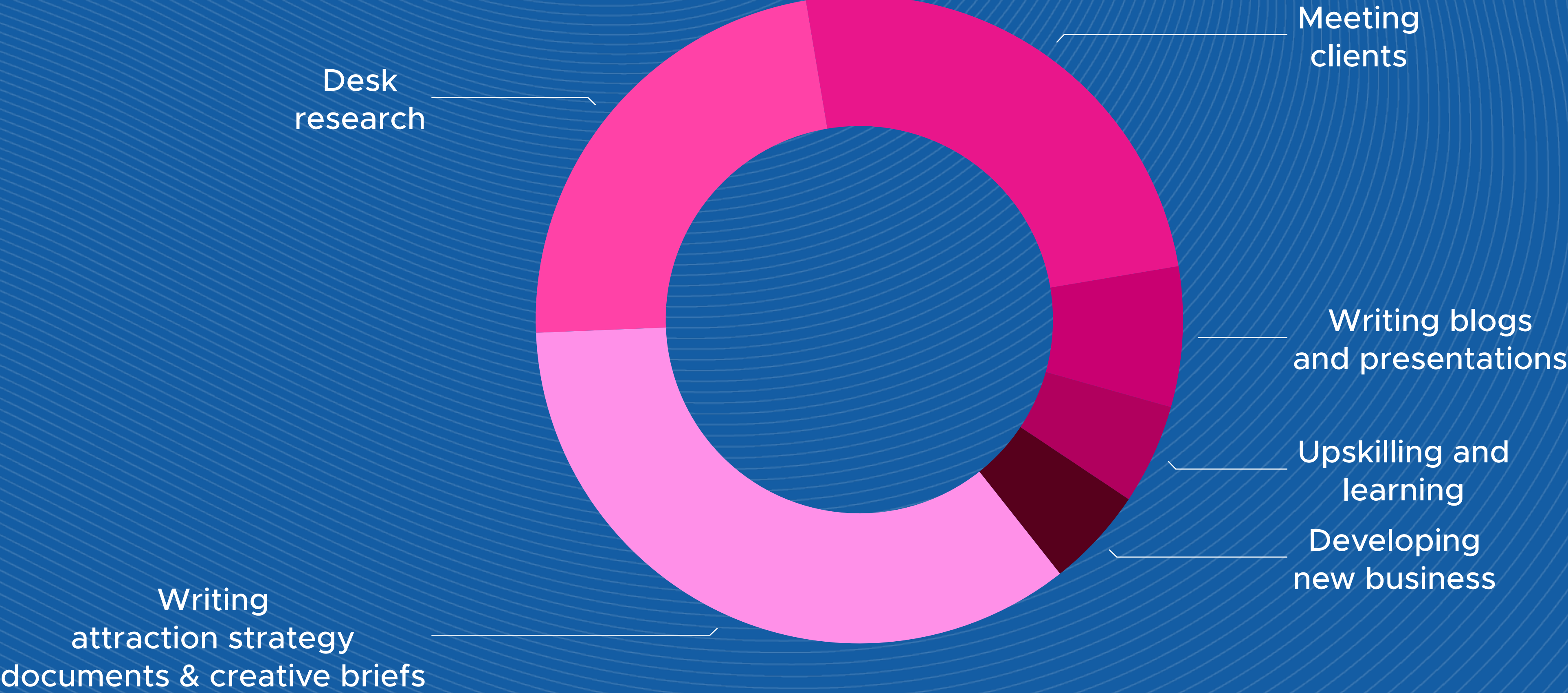
Working closely with the Penna client teams and other in-house experts, you'll oversee the planning stages of campaigns. Each project will require a slightly different approach, but you'll think strategically about the best solution. You will also be a lead figure on some of the major agency accounts, alongside Client Partners, Client Delivery Managers, Project Managers, and Creative Consultants.

You'll develop strategies for tactical campaigns as well as annual activity. You'll think carefully about audiences, who they are, what to say to them and the best ways of reaching them. Building on Penna's growing performance media products, you'll formulate attraction strategies. Striking the right balance to maximise effectiveness for clients whilst ensuring in-house services are used as much as possible. And you'll excite clients by presenting your plans with confidence and enthusiasm.

You'll contribute to the development of commercial relationships with suppliers, enhancing not only our potential revenue but also our reputation in the wider market. You'll also be a prominent expert voice in the agency, offering expert opinion and insight through Penna events and social channels. In addition, you'll enjoy regularly producing thought leadership - for internal and external use - upskilling teams across the business.



At a glance



What you'll do

- Be the strategic lead for key attraction & comms clients
- Identify client recruitment problems, and develop attraction & comms strategies to solve them
- Work closely with the Client Partners to grow existing clients, create innovative solutions and reach our financial targets
- Work with the Head of Comms Strategy to maintain a strategic/solutions approach to attraction projects across the agency
- Identify external providers of attraction related services/products and explore potential partnerships
- Help to scope and design research that will provide robust insight
- Write EVP and campaign creative briefs, develop comms frameworks and deliver verbal briefing sessions
- Use the principles of Comms planning; audience, insights, message, channels, ecosystems and campaign blueprints
- Maintain a depth of knowledge about the range of channels & media options available
- Proactively look out for opportunities for innovation, and evaluate how to apply new ideas to typical client problems
- Work with the Performance Media team to enhance strategies, products and services to clients
- Work with the Creative team & EDI team to ensure messaging and creative concepts fit seamlessly with campaign strategy
- Work with the delivery teams to ensure strategy is implemented appropriately
- Be responsible for reviewing strategy performance and make appropriate recommendations in flight and as part of end of campaign reviews
- Take a data-led approach to strategy development
- Carry out desk research, and produce client-ready reports
- Evidence the value of comms strategy by producing regular case studies
- Share knowledge and opinion on talent attraction, channel and technology trends, both internally and externally
- Build positive, productive and healthy working relationships across the company
- Support and guide the junior team members



About you

- Above all, you're passionate about advertising and communications
- An understanding of the recruitment marketing industry and its processes
- Experience of planning and/or delivering successful large-scale marketing campaigns for clients
- Some experience of comms and strategy frameworks
- Highly developed interpretive/analytical skills
- Ability to think critically
- Comfortable using and manipulating data to glean insights and understand trends / patterns
- Knowledge of innovations and trends in media, EVP and the talent landscape and enjoys regularly keeping up to date with the market
- Ability to lead cross-discipline teams, bringing together different expertise and perspectives
- Able to work independently and manage priorities
- Curious about what motivates people and what drives their behaviour
- Ability to interact with clients at a variety of levels and across functions, and manage client expectations
- Ability to work on simultaneous projects, working to deadlines in a fast-paced environment
- Enjoyment and understanding of digital trends and technology
- Excellent presentation and writing skills
- Able to carry out research, and create reports

