



Position: **Senior Content Strategist**

Department: Strategy

Contract: Permanent

Start date: ASAP

A BIT ABOUT US:

We are an integrated creative agency, working to drive desire for some of the world's best-known fashion and lifestyle brands.

We care about the way things look, as do our clients - and their customers. But it can't start and stop there, or it would be one-dimensional. So, we create immersive brand worlds and stories, deeply rooted in insight and behaviour - that deliver tangible results for our clients.

Our team of 40+ based across our London, New York & Sydney offices are a multi-disciplinary bunch who are passionate about delivering beautiful work that works.

THE OPPORTUNITY

Working closely with our account leads & creative teams, you will be the strategic backbone behind our best-in-class content strategies & global campaigns.

You will be working across a portfolio of fashion & lifestyle brands, whilst there will also be opportunities to work on agency initiatives / IP and new business pitches.

KEY EXPERIENCE & RESPONSIBILITIES

5+ year's experience in delivering insight-led briefs, content (inc social/editorial) strategies, content calendars & messaging hierarchies that exceed various brand & commercial objectives & KPI's.

You are currently either an integrated strategist with an expert grasp of content, or, a pure-play content strategist who has delivered content campaigns that run alongside ATL/BTL campaigns.

Along with identifying authentic content pillars and creating solid long-term strategic platforms for major global brands, you will also love getting into the nuanced detail and logistics around content channel & production planning. You can think big and small - enjoying the variety that both bring.

You love unearthing game-changing insights & trends (brand, audience, category, media, cultural) that ignite brilliant work. You will search broadly & deeply for these insights - both through online tools & sources but also by getting out in the real world & living it.

You will relish working in an agency of c.40 people, where you will be given a good level of autonomy, have your voice heard (at all levels) & are not pigeon-holed into a box. We

4th Floor, 8 Shepherdess Walk, London N1 7LB
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love talented hybrids who can think beyond their core role and input more broadly on briefs and in agency life.

You will have a deep understanding of the roles of all social channels - including best practice, targeting, measurement and the role of paid vs organic. You will work closely with media partners and channel owners to stay on-top of the ever changing landscape of content in terms of algorithms, formats, emerging channels, reporting & objectives etc.

Experience of the key Asian social media channels & local market insights would be an advantage (whilst an appetite for this is essential) as this market is increasingly important for the brands you will be working on at ODD.

You are able to confidently set and accurately report on key content campaign KPI's. You will be familiar with each social channels own insight, targeting & analysis tools, plus 3rd party tools such as Unmetric, Pulsar, Brandwatch, Crimson Hexagon etc.

Your curious mind will help us go beyond what is being asked of, or recommended to us. You will interrogate respectfully when required to help lead us all to the best solutions. You will be skilled in asking the right questions, in the right way, at the right time to ensure we're thinking diagonally before focusing on a set path.

You are skilled in building brilliant client relationships which cement our position as a key strategic partner & ensure that we have full clarity on our brands key challenges, objectives & pressures.

One team. You will also build close, valuable relationships with your strategic counterparts at our client's media / PR agencies plus the social networks, to ensure we're strategically aligned.

An expert listener. You are someone who can keep up with fast-paced creative & strategic conversations, understanding the differing opinions & using their clout to steer the conversation to ensure that we remain on brief & true to the agreed strategic platform

A confident & engaging presenter and leader of client and cross-agency workshop sessions. Someone who can own the room & bring out the best in those around them.

In it for the long run. Someone who enjoys steering campaigns through their full lifecycle - from brief to post campaign analysis. You will see this as one loop - feeding in learnings and insights from past campaigns into new briefs, to ensure we're always improving.

Experience working with fashion brands would be an advantage whilst a genuine interest in fashion (at all levels) is essential. In the absence of fashion brand experience, we'd expect experience in a relevant category i.e. beauty / retail / lifestyle etc

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PERSONAL SKILLS

Engaging. People don't stare out of the window or click their pens in your meetings - you can inspire and excite with your clear & well-reasoned strategic vision.

Collaborative by nature. It's part of our DNA at ODD and will be part of yours too. You love engaging with colleagues, clients and partners to reach brilliant solutions. You hate being chained to a desk so we don't do that at ODD.

Informal. Although we were told that robots may replace us, let's not become them. We embrace technology but are ourselves human. We find our clients prefer natural, honest, guards-down relationships so please don't leave your personality at home. At ODD, you can be you.

Entrepreneurial. We love ambitious big thinkers. People who see opportunities & bring them to the table. This can be anything from identifying new briefs, suggesting agency initiatives or bringing new partners to the game. We'll back you.

Resilient & positive. As much as we'd love to live in a perfect world, things can't always go to plan - goalposts move, time can be tight & opinions may differ. Shit does happen. You however, remain calm, catch those curve balls, calmly re-organise them & diplomatically throw 'em back.

Able to take and action feedback, rejection and constructive criticism - as well as being able to push for their ideas

Excellent organisational skills with the ability to prioritise work, multi-task when working across multiple projects simultaneously

Culturally aware – specifically in terms of fashion, art & music

ODD CULTURE

Our culture makes us unique. We work in a lively and fast-moving environment, where everyone mucks in. It's not for the faint-hearted or those who require perfect peace and quiet to work in. This won't change as it's part of who we (and our clients) are.

We don't have multiple layers of hierarchy and as such, everyone has a voice. There are no borders and no boundaries. We're in this together – this is your agency. We're creatively driven, without the egos. Organised and effective, without the red-tape.

The most important thing is our end product – our creative output. Sparkling work that delights our clients, wins us awards and helps bring in new business opportunities. We should be proud of every piece of work that has the ODD name to it. Of equal importance is the journey; how we get there. Let's make the process enjoyable for everyone – clients, colleagues and partners.

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ODD BENEFITS

- Competitive salary
- 20-days annual holiday allowance
 - Plus Christmas paid leave (usually 4-5 days)
 - Plus Birthday paid leave (1 day)
- 4.30pm Friday finishes
- Continuous Professional Development (CPD) scheme with IPA
- Private Health Cover*
- Bike-to-work scheme*
- Discounted gym membership *
- Pension contribution *

** Available after satisfactory completion of a 3-month probation period*

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