

SENIOR PLANNER



Agency: Nonsense | www.nonsenselondon.com

Location: Hoxton, London

Role: Senior Planner

Hours: Full Time

Experience: 5+ Years

ABOUT US

We're an independent creative agency based in the heart of Hoxton. We pride ourselves on helping brands tell powerful stories that are rooted in their audience's interests and told in creative, innovative ways. We're a growing team of thinkers and doers, comprised of client service, planners and creatives who work closely alongside our in-house design, video and technical teams. We enjoy what we do and who we do it with, and are looking to grow our team with like-minded people.

THE ROLE

We're looking for a senior planner with very strong account planning and comms planning skills. This is a role for someone that wants to take the lead on big accounts, bring on their own development and help the agency build its strategic offering at the same time.

You'll be working across an integrated portfolio of clients. The work you'll undertake ranges from helping brands defining their strategic positioning, to developing integrated campaigns and advising on social or influencer strategies.

RESPONSIBILITIES

- Strategic ownership of key clients
- Turning creative ideas into effective multi-channel campaigns
- Working with other agencies in integrated agency teams
- Developing the planning skills of junior planners and social strategists
- Bringing rigour and insight to the strategic process

SKILLS & EXPERIENCE

The right candidate will be:

A skilled interrogator of clients and briefs

You'll know what questions to ask and when to ask them to get the crux of what we need to do.

An inventive strategic thinker

You'll be someone that uses a wide range of inspiration, tools and techniques to shape answers to the briefs that you work on. You'll be someone that brings different points-of-view to the table to deliver stronger strategies and more inspiring creative briefs.

A comms planning leader

You'll add strategic rigour to the implementation of campaigns. You will also be confident and experienced enough to help develop the comms planning skillset of more junior planners.

Accountable through his or her work

You'll be responsible for developing campaigns that deliver a measurable impact for clients.

A creative at heart

You'll be more than a great strategic thinker, you'll have a creative heart. You'll write inspiring briefs and identify opportunities for great work across our clients.

A great mentor

You'll be managing more junior members of the team with the responsibility for helping them become better strategists and ensuring the work they produce is high quality. You'll need to be both inspiring and clear when it comes to setting expectations and managing their work load.

CHARACTER

The character of the right candidate is key — this is what we are looking for:

- You've got to love collaboration
- You've got to be a glass half-full optimist
- You've got to be here to aim for the stars
- You've got to want responsibility You've got to believe that work is a place where you should come to have fun

HOW TO APPLY

Please send your CV to: careers@nonsenselondon.com Strictly no recruiters, please.