

# URBAN : LIST

## STRATEGIST: MELBOURNE

Urban List is the home of urban culture: 23 channels connecting you to and through the city, from the best things to do and eat locally to the global trends blowing up across style, health, beauty, careers, entertainment and travel. Our team and the brand they've built is our competitive advantage: lovers of food, travel, gifs and urban culture, committed to challenging the status quo, backing our ideas and delivering well above our weight. It's that challenger culture that's established us as Australia's largest youth media company; on a mission to create awesome experiences for audiences, agencies and brands, empowering people to do more of what they love.

This is where you come in. We're looking for a strategist to guide the creation of exceptional integrated campaigns, assisting in developing and presenting strategic responses for our partners, and driving a culture of data-led creativity across the business.

Your strategies, analysis and ideas will inspire your peers, drive business growth, guarantee client satisfaction and ultimately, result in world-class branded campaigns. And you'll be working side-by-side with passionate, talented individuals who love what they do just as much as you.

### CORE RESPONSIBILITIES

- Interpret inbound agency briefs, gathering relevant client, industry and digital data to develop well-informed, effective strategic guidance and plans
- Collaborate with the branded content and sales teams in the ideation process, providing strategic guidance that ensures a successful outcome for both brand and audience
- Support the sales team in developing pitches and proposals that bring these concepts to life, placing strategic objectives at the forefront and educating where required
- Develop presentations with strong focus on storytelling and laying out strategic rationales in easy to understand terms
- Identify data, insights and trends that facilitate new business, working with sales and branded content colleagues to develop proactive branded content concepts
- Proactively monitor industry trends, campaigns (both ours and others'), clients and competitors to uncover opportunities to stimulate growth, ensuring we are at the leading edge of branded content
- Lead the presentation of strategies to clients as the face of strategic thought for the brand in Melbourne

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## ESSENTIAL EXPERIENCE REQUIRED

- Minimum 2+ years in a media, agency or studio work environment
- Highly analytical mindset, with the ability to generate and analyse complex reports to draw insights
- A passion for digital media, digital content creation and ideation
- Proven success in delivering innovative digital marketing campaigns
- Excellent verbal and written communication
- A love for collaboration and contributing to the culture of an organisation
- A proven track record in the development of strategic plans to benefit the client
- The ability to understand the needs of consumers and target audiences
- The drive to help others succeed and reach their peak
- The insight to identify problems and take measures to rectify them
- The resilience to work across a number of projects and balance a workload
- Confidence and competence working in Google Slides to build presentations
- Ability to collaborate with remote teams across markets

Please note, this role is based in Melbourne and reports into the Strategy Director in Sydney.

To apply, please send a cover letter and CV to our Strategy Director, Alex Brophy, at [abrophy@theurbanlist.com](mailto:abrophy@theurbanlist.com).