

<b>Job Description</b>	
<b>Position</b>	Head of Strategy
<b>Department</b>	Activation
<b>Reporting to</b>	MD - Activation

## ROLE

The Head of Strategy is a key role in supporting the growth of Right Formula. Working directly with the MD - Activation to define and apply the Strategy team's approach within the Activation Department, and in support of the overarching business strategy for Right Formula.

As our Head of Strategy, you will be responsible for developing a go-to-market strategy to meet the KPIs set by the business. A key member of the Management Team, with the collective day-to-day responsibility of running the business, driving change and improvement across the company through the implementation and application of strategic solutions in line with the business strategy.

This is a leadership role, with accountability for all aspects of the Strategy team's output and success. You will ensure the deliverables are aligned to stakeholder expectations and executed within budget and deadlines. As such the role requires an entrepreneurial mind-set with logical thinking to ensure the realisation of outstanding business performance. A strategic thinker, you are happiest trying to meet the challenges set by clients and prospects alike. Your commercial acumen and strategic thought will enable you to develop your network, create new strategies to deploy within our new and existing client base, understanding their marketing challenges and build suitable solutions to maximise their investment in sport and entertainment.

## OBJECTIVES

### Right Formula (40%)

- Lead, inspire and motivate direct reports to ensure the Strategy team delivers success in line with our company objectives, values, contractual obligations and consulting SOWs
- Assist in the development of and support the implementation of the Activation strategy, in association with the relevant stakeholders to encompass:
  - proactively drive Strategic consulting as a service, this includes identifying new opportunities for consultancy projects and retained work with both existing and prospective clients
  - recommendation of structure and design of the Strategy team
  - define team/individual KPI's and report success
  - manage the team day-to-day, driving process improvement and efficiencies internally and externally, including time sheet management and reporting
- Lead the Strategy Unit, developing theory and solutions backed in data driven strategy that allow for the build and delivery of considered workstreams
- Support the implementation of key strategic initiatives from the EMT as an active participant in the Management Team
- Oversee outbound communication in relation to strategic consulting, ensuring we are front of mind, working with the communications team to provide insight and the relevant material for dissemination
- Proactively identify new commercial opportunities for Right Formula outside of existing clients

### Clients (60%)

- Understand all our client's business strategy and be able to articulate the strategic direction internally and externally to support retention
- Lead the Strategy team to deliver positive incremental client ROI across client base to secure future retained revenue against targets
- Grow Activation Out Of Scope Revenue (OOSR) through successful services delivery against upsell & cross sell targets, including the creation and delivery of new tools, products and processes
- Collaborate with the other Heads of, and their wider teams, to identify new opportunities with our clients outside of existing workstreams
- Lead the response to relevant RFPs from existing clients outside of existing workstreams

## **KEY RESPONSIBILITIES**

### **Right Formula**

- Leadership and P&L responsibility for Strategy, collaborating with MD-Activation, Finance Director and Commercial Finance Manager to oversee budgets, client profitability and efficiency targets
- Communicate client ROI, Profitability & Margin to MD-Activation, identifying strong results, diagnosing causes of failure, and feeding in key information and recommendations
- Ensure scalable operations that assist client OOSR development and the on-boarding of new clients
- Drive business innovation and product quality with the support of direct reports and technical experts
- Educate and support all team members to deliver on revenue and/or KPI targets
- Research, model, evaluate and plan for new growth opportunities
- Stay abreast of key industry trends to make recommendations on new revenue opportunities
- Actively contribute to the creation of an efficient and productive Activation team, supporting staff to achieve high standards through robust management and career development

### **Clients**

- Show senior leadership across relevant accounts - ensuring that no piece of work is delivered below Right Formula's high standards
- Oversee the development and delivery of client strategic plans to increase the reach and impact of their sport and entertainment investment in advancing their business priorities
- Identify and develop growth opportunities for the client and Right Formula
- Support the development of innovative and effective sport and entertainment strategies and campaigns
- Resolve issues to maintain and strengthen client trust
- Negotiate and bring projects to completion with key stakeholders

## **SKILLS AND EXPERIENCE REQUIRED**

- 12+ years in a sports or entertainment environment, with proven experience Head of department or similar
- Experience of working as part of a management team and developing organisational strategy
- Solid experience building revenue partnerships
- Excellent financial management skills, including cost analysis and reporting

- Proven management of RFI, RFP and go-to-market strategy
- Proven experience of building new services and products
- Proven strategy leadership, leading organisational and functional approach to problem solving for potential opportunities as well as existing client challenges
- Experience of reporting results and forecasts into leadership teams
- Ability to listen well, contribute to creative business discussions, influence the thinking of or gain acceptance from senior executive
- A proactive manager and be able to lead from the front, with direction, enthusiasm and professionalism
- Strong commercial acumen and business judgement
- Strong quantitative and analytical skills
- Excellent financial management skills, including budgeting, reconciliation and reporting
- Focused, goals-driven with the ability to meet tight deadlines
- Excellent skills set incorporating marketing; client success; promotions; online activity; coaching & mentoring; presentation; influencing; engagement; commerce
- In depth knowledge of partnership management with a strong focus on campaign development, activation planning and delivery
- A persuasive and confident approach to consultatively selling strategic services across sport & entertainment to C-Suite executives
- Knowledge of performance evaluation techniques and metrics
- Outstanding communication and interpersonal abilities with the aptitude to foster long-term relationships
- Excellent organisational skills with the confidence to manage different projects across multiple accounts

## **EXPECTED BEHAVIOURS**

### **1. Trust**

We make the right decisions for the right reasons.

- Be honest and support your colleagues
- Be self-aware
- Respond constructively to feedback
- Model the behaviour you want to see
- Treat others how you would like to be treated
- Act with integrity

### **2. Passionate**

We love what we do and are driven to engage, energise and inspire.

- Probe and test opportunities to learn new skills
- Desire to have a lasting impact in all you do
- Inspire and motivate those around you
- Be an authentic ambassador and advocate

- Actively contribute to the company culture
- Act with integrity
- Trust in your beliefs

### **3. Adventurous**

Tenaciously pushing boundaries to continuously deliver great results.

- Do the unexpected
- Be optimistic
- Be goals orientated
- Focus on your vision
- Have determination and never give up
- Explore all avenues
- Challenge the status-quo
- Hunt innovation

### **4. Excellence**

Our broad industry knowledge and expertise allows us to not only deliver best-in-class results but exceed them.

- Desire to do more
- Push boundaries
- Be ambitious, know the big picture
- Be clear in outcomes and objectives
- Look to remove barriers to success
- Promote improvements
- Develop an attitude of constant improvement
- Learn from others

## **WHAT WE OFFER**

- 25 days holiday per annum, plus Bank Holidays
- Perkbox membership
- Annual individual training budget
- Personal Development Plan
- Hybrid working environment – 3 days office, 2 days working from home
- Private Healthcare (on passing probation)
- Cycle to work scheme
- Mentor programme