

Job Description	
Position	Strategy Executive
Department	Activation
Reporting to	Senior Strategy Manager

ROLE OVERVIEW

At Right Formula, we create extraordinary activations and innovative campaigns with high impact that has helped deliver award winning work and long-term clients. As we continue to broaden our diverse range of capabilities, we are looking for talented Strategy Executive.

The role will be based at Right Formula's offices in Battersea, London, and will play an integral part in the delivery of strategic consultative workstreams into retained Right Formula clients, new client projects, as well as supporting the new business efforts of the commercial team.

As a strategic thinker, you will be happiest trying to meet the challenges set by clients and prospects alike. You are comfortable in using data and insight to guide clients' investment within sports and entertainment marketing, along with generating maximum value from our growing set of proprietary tools, services and products. The position requires the ability to own workstreams, think on your feet and support the creation of suitable solutions to deliver outstanding business performance for our clients.

KEY OBJECTIVES & RESPONSIBILITIES

- Support the delivery of strategic consultancy workstreams and projects to retained clients and new clients
- Support the Commercial team and relevant selected activation team members in answering RFPs and new business pitch responses. Both within partnership activation and partnership identification
- Champion the use of data, insight and strategy across the wider business (alongside the Senior Strategy Manager)
- Support the Clients Services team to propose an approach to sell strategic consultancy services to clients. With the ultimate aim of supporting 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
- Thought-leadership creation and delivery to support our communications and commercial teams.
- 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 your colleagues across the department to deliver best in class work for their clients.
- Support the development and delivery of client activation plans via complimentary data, insight and strategic services.
- Undertake research on key themes, trends and partnership activity within the sports landscape

REQUIRED SKILLS AND EXPERIENCE

- 6 – 12 months experience in partnership or marketing strategy
- Experience of working with data and insight to guide clients' decision making
- A commercially minded approach to delivering client workstreams

- Keen eye for detail and a faultless approach to dealing with large Excel datasets and PowerPoint presentation formatting.
- A can-do approach to problem solving for potential opportunities as well as existing client challenges
- Ability to listen well, contribute to creative business discussions, influence the thinking of or gain acceptance from senior executive
- A proactive team member who can work autonomously, with direction, enthusiasm and professionalism
- Focused, goals-driven with the ability to meet tight deadlines
- Strong quantitative and analytical skills
- 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