

CASE BRAND STRATEGIST

CASE is looking for an energetic, curious, experienced Brand Strategist to lead the development of differentiated platforms and data-driven social, digital and marketing strategies for our clients, primarily in beauty and lifestyle categories.

RESPONSIBILITIES

- Build and nurture strong, long-term relationships with our clients, gaining a deep understanding of their goals and objectives, and developing effective strategies to achieve them.
- Use CASE's consumer-focused model and methodology to help clients discover their unique value propositions and define differentiated brand platforms that serve as a north star for all brand decisions.
- Conduct, commission and analyze consumer, competitive, category and cultural trend research.
- Use research and insights to identify the intersection of what the consumer wants, what the company does best and what the competition lacks, and build strategic narratives to inform brand definition and storytelling.
- Develop data-driven social, digital and marketing strategies to engage consumers and build value and growth for our clients across all touchpoints.
- Present findings, insights and recommendations to clients at each stage of the process, empathetically and persuasively.
- Serve as brand steward for our clients: guiding ongoing execution, assessing results, and identifying opportunities for evolution and improvement.
- Serve as liaison between the client and the CASE creative team, including thorough but efficient briefings, workflow planning, and clear communication throughout the project.
- Inspire, motivate and support our internal and external project teams to align all efforts toward the strategic objectives, and deliver exceptional results.
- Collaborate with and manage freelance copywriters, research teams and other external partners as needed.
- Serve as Account lead for select clients, proactively managing tasks and timelines to ensure all deliverables are met on-time and within budget.

QUALIFICATIONS

- 3+ years strategy, research, or account planning / management experience in an agency environment
- Dynamic, empathetic and curious; thrives on building relationships and solving problems
- Solid strategic thinking and analytical skills; familiarity with common qualitative / quantitative research methods and consumer segmentation
- Excellent oral and written communication and storytelling skills
- Passionate about branding and marketing, obsessed with the beauty and wellness industries; in-the-know on what's new and next
- Strong understanding of social media, e-commerce and digital marketing best-practices
- Highly-organized and detail-oriented, able to successfully manage multiple priorities and projects in a fast-paced environment
- Fluent in InDesign and Keynote
- U.S. citizen or authorized to live and work in the U.S.

ABOUT CASE

We are a New York City based integrated branding agency with a talented, highly-collaborative (and really nice) 30-person team and a beautiful, light-filled office in Soho. Since 2004, we've partnered strategically with global companies like The Shiseido Group, The Estée Lauder Companies, and Johnson & Johnson, as well as social-first start-ups like OUAL, Summer Fridays, and Keys Soulcare to define and articulate their brands, and engage consumers around the world. More information about our agency is available at caseagency.com.

TO APPLY

Visit caseagency.com/careers to apply.