

Vancouver, BC

# Strategy Lead

## THE JOB

Monday is looking for a Strategy Lead (12-month maternity cover, with potential to extend) to join our Vancouver team. In this role you'll exercise your creativity, leadership and love of process daily. You'll be tasked with leading brand and marketing strategy and managing key client relationships, but also with empowering and mentoring our team of strategists and writers. You'll support our writers and designers by equipping them with detailed briefs for bringing your strategies to life. The person best suited for this role is a passionate brand strategist who knows the Direct-to-Consumer/ Retail space like the back of their hand. Bonus if you're a strong writer or if you have experience planning and overseeing digital advertising campaigns.

You're a self-starter and know how to command a room and facilitate client workshops and meetings with ease. You should also thrive bouncing between multiple subjects and tasks, knowing you may touch half a dozen projects in a single day. You will report to our Partner, Engagement, while working closely with our team in our Vancouver Headquarters (partially or fully remote for now).

## DAY TO DAY YOU WILL

- Develop robust brand and engagement strategies for Monday clients—note that while we tend to focus on DTC outdoor and wellness brands, you may also work with our higher ed and non-profit clients.
- Keep tabs on project scope and timelines, ensuring every team member is equipped to do their role, and to stay within budget.
- Oversee and contribute to omnichannel campaign strategies that touch web, paid media, email, social, and OOH.
- Grow accounts with key existing clients—including pitching and scoping additional work
- Mentor and coach our team of strategists and writers in their professional growth and goals
- Plan and lead client discovery workshops
- Act as a main point of contact for select key clients
- Develop and implement creative briefs for our team of writers, designers and media buyer

- Collaborate with graphic designers, videographers and photographers to develop campaigns and social media content
- Edit the team’s writing and act as a final set of eyes on documents before they go out to clients
- Participate in weekly team meetings
- Carefully track your hours and adhere to project scope set out by the Project Manager
- Contribute your insights to the Monday blog on a quarterly basis

**QUALITIES AND SKILLS YOU BRING TO THE TABLE**

- You have 7 or more years’ experience developing and executing brand and/or marketing strategies at an agency or in-house at a brand
- You have a keen understanding of omnichannel marketing—including web, email, social, paid media and OOH
- You love retail and have a passion for DTC—ideally with a focus on wellness and the outdoors.
- You have proven expertise in leading and facilitating meetings and presentations
- You’re an entrepreneurial spirit who enjoys a fast-paced environment
- You’re able to give and receive feedback
- You’re a self-starter who is deeply organized—you’ll be touching multiple projects at once, so keeping tabs on your deadlines, to-dos and calendar will be key
- You’re a relentless learner who explores new topics and finds joy in reading and researching
- You have a proven ability to work with a cross-functional team and collaborate
- You take full personal responsibility for your life and actions. You never blame—you find solutions
- You love the outdoors and live an active lifestyle

**THESE WOULD BE REALLY NICE**

- University degree in communications, marketing, business or related field
- Experience collaborating with designers, writers, media buyers and other creatives

**TOOLS + SOFTWARE YOU’LL USE**

- Google docs and Google sheets
- Gmail and GCal
- Basecamp



- Google Analytics
- Harvest and Harvest Forecast
- Keynote
- Miro
- Pipedrive

## OTHER THINGS

**Reports to:** Partner, Engagement

**Works closely with:** Editorial, Design, Media

**Located in:** Vancouver, BC

**Position closes:** April 22, 2021

## ABOUT MONDAY

Monday Creative is a branding and content marketing studio in Vancouver, BC. We are a whip-smart team of strategists, copywriters and designers with expertise in DTC retail/ecommerce. Our passion is building brands that enhance human potential—with a special focus on technical apparel, outdoor and natural wellness. We believe that active, outdoor living brings out the best in all of us, so we're on a mission to seduce people into the outdoors, and to make health, movement and nature the most desirable 'products' available. We love what we do and want to work with others who feel the same—who look forward to Monday the way most people look forward to Friday. Our goal is not only to create inspiring work, but to be the best part of our clients' week. We are committed to ownership, curiosity, adventure, co-creation, and empathy. We're true optimists and our energy is contagious. Want to join us?