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Senior Strategy Executive

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Company: Mindshare

Location: İstanbul

Category: other-general

About Mindshare We are Mindshare. A global media platform company that accelerates Good Growth for its clients in the age of a new marketing economy. Good Growth is business growth that is enduring and sustainable whilst also helping to shape society and the world for the better. We accelerate growth for our clients by connecting digital, media, creative and tech, prioritizing customer relationships, customer voices, real-time activation that is underpinned through data to demand a response. Our network is always on, always live. Our people are acutely aware of what's happening in their city, their country, their specialist area of expertise. We understand brands, markets, and media. Most of all, we understand other people. The people we live with. The people we work with. The people we are. We were the first purpose-built company created by WPP and today our 10,000 people operate in 116 offices in 86 countries. **Qualifications** We are looking for a Senior Strategy Executive who will play an instrumental role in further developing our offering by taking ownership of the ongoing strategic engagement.

3 years experience in media strategy department

Expertise in Microsoft Excel and PowerPoint

Upper-intermediate level in English

A true collaborator – accessing and championing collective thinking from across the agency for the benefit of the client

An ability to forge excellent client relationship with senior clients

Be a champion of big ideas and creative solutions for clients

Able to show broad media knowledge, good understanding of analytics and performance-based approaches

Comfortable with numbers

Fully conversant with offline media and able to think across the 360 media mix

Able to show strong communication and presentation skills

Responsibilities In this role you'll be responsible for:

A part of the strategy planning process in which short, medium and long-term strategic goals are determined in line with the vision of the brands

Effective monitoring and execution of the strategy; developing/implementing the necessary tools and methodologies for this (i.e. TGI, Audience Origin, BAV, GWI)

Measuring and evaluating the effectiveness of completed and ongoing projects and their compliance with the strategy

Leading strategic responses with the account team, ensuring the highest strategic and executional output for clients

Working closely with the Offline Planning team to ensure the strategic approach runs through the media plan, delivering against the business and media objectives

Proactively provide updates on emerging media innovations, opportunities and changing media landscape that may impact strategic recommendations

Developing a strong attitudinal and behavioural understanding of priority audiences, working in partnership with the Research & Insights team, to identify key insights that will guide the strategic direction and ideas

Working with agency partners and media owners to develop innovative and effective ideas

Working with Integrated Analytics, Strategy and Offline Planning teams to define a strategic approach to measurement and testing, creating a measurement framework linking media metrics to business outcomes

Proactively provide updates on emerging media innovations, following up ideas about innovative trends, opportunities and changing media landscape that may impact strategic recommendations

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