



SIX DEGREES

8040 East Gelding Drive

Scottsdale, AZ 85260

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six-degrees.com

TITLE: Advertising Account/Strategic Planner (Agency Side)

TYPE OF POSITION: Full-time • LOCATION: Open • PAY: DOE

JOB DESCRIPTION

Advertising and sensory brand-building agency in Scottsdale, Arizona, serving global Fortune 500 clients, is seeking an experienced Account Planner to support its growing client needs. The Account Planner will report to the Director of Research & Strategy with the primary role of leading the day-to-day Account Planning functions for assigned account(s). This individual will also support other members of the team with needs they have in servicing accounts.

RESPONSIBILITIES

- Identifying the inputs needed to develop a clear strategic direction for the client's brand objectives and developing an appropriate proposed plan of work
- Leading/managing client projects from a research and strategy perspective and transitioning them into creative
- Leading and/or co-leading strategy workshops with the client team
- Conducting research on prospective clients, competitors, industries and customers as needed
- Leading/working with external providers such as research recruiting partners
- Assisting other Account team members in daily tasks as requested

REQUIREMENTS

- Minimum education of Bachelor's Degree in Marketing, Advertising, or closely related discipline
- Minimum of 8-10 years in account planning/brand strategy in an advertising or branding agency
- The ability to interview executives; plan, manage and analyze market research projects; reverse-engineer competitor positions from their marketing communications and, on the basis of all of these inputs, identify major insights and opportunities for the client's brand
- Professional, assertive manner and ability to instill confidence in and lead clients in workshops
- Strong written and oral communications skills and ability to comprehend technical products
- Strong client service mindset with ability to manage multiple priorities in a fast-paced environment
- Experience developing and managing budgets for complex projects
- Keen eye for details, many of a technical nature, while never losing sight of the bigger picture
- Strong leadership skills with the ability to keep both internal and external team members on task
- Strong computer skills: Adobe Acrobat, MS Word, Excel, PowerPoint, Clients & Profits a plus
- Ability/willingness work early or late, as the need arises
- A flexible attitude with the ability work hard and have fun at the same time
- Experience working on healthcare, medical device, pharmaceutical or other technical accounts is strongly preferred. Experience working on B2B and national accounts a plus.
- Experience in or understanding of market research methods
- Willingness to support other account service team members, traffic, production and creative as the needs arise in real time

ABOUT SIX DEGREES

Six Degrees offers a unique working environment; it is fun, modern, highly creative and challenging. We provide excellent benefits and growth opportunities. If you meet all the above requirements, please apply for this job by sending your resume to hr@six-degrees.com