

gyro:

SENIOR PLANNER JOB DESCRIPTION

SUMMARY

Gyro New York is growing and we are hunting smart planner/strategists.

We're a global ideas shop, a privately owned international integrated network with big ambitions and unconventional DNA.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Be day-to-day lead on selected accounts, working into Head of Planning
- Lead and ignite clients, daily.
- Identify key strategic challenge(s) and business, marketing needs to be addressed; evaluate scope of strategic engagement
- Define problems, collect information, establish facts and draw valid conclusions to drive insights
- Define and conduct (or partner with others to conduct) appropriate research activities, and evaluate findings.
- Act as a bridge between smart strategic thinking and great creative solutions
- Keep abreast of developments within the client's industry and pass on this knowledge to the rest of the team
- Turn data into ideas and insights into actionable interactive marketing strategies
- Proactively seek out opportunities to deepen client relationships and "elevate the conversation" within client organizations

EDUCATION/TRAINING/EXPERIENCE

- Smart! (College degree GPA 3.5 +)
- A deep understanding and passion for communications / planning
- 5+ years in advertising planning / brand strategy
- Able to write fabulous, convincing PowerPoint decks
- Excellent communication and presentation skills; dynamic (persuasive) in presenting ideas to clients and prospective clients from VP to C-level;
- Be enthusiastic and passionate about producing great work & comfortable working in highly flexible, creative environments
- Understand how to solve client's problems!
- Proven success working in cross-functional teams
- Experience at ESTABLISHED agencies is preferred