



STRATEGIC PLANNER

THE BRAND ARCHITECT

A multi-faceted role that is the voice of the customer within the agency
Works to ensure that the advertising is delivering the right message to the right people and delivering the right results.

Skills



Empathy - understanding people and their behaviours



Curiosity into the human condition - why do we do what we do and make the decisions we make
You need to be the person in the room that continually asks 'why people do things' in order to tweak their attitudes and behaviours so that they adopt your products or services



An understanding of how brands work, how competitive markets work and how a vast range of client businesses work



A balance between left and right brained skills - analytics as well as creativity

How to get into the Industry

Be proactive and seek internship opportunities

(not many places offer official internships but all agencies respond to passion)

Short courses - The Comms Council AdSchool course or Miami Ad School (Sydney branch)

Market research can be a stepping-stone

Relevant Courses or Experience

A degree - the subject area is not critical

Advertising or Communications

You need to be good at thinking and having a degree will help to develop these skills

and demonstrate your ability to think critically as well as seeing things through to completion

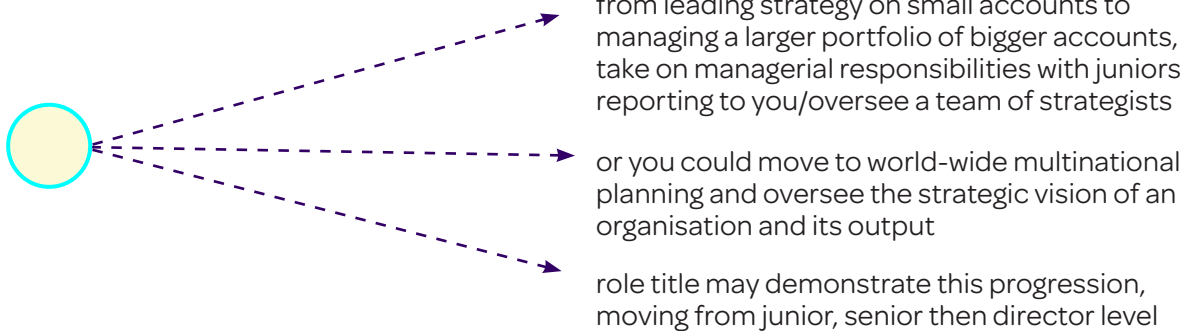
Therefore having a degree is good, no matter what the subject

Life experience - planners generally come into the discipline once they have working experience

Career Pathways

Planning is intensely meritocratic - you will rise fast if you are good

As a Strategic Planner you can develop:



Insights

Highlights of the role



Working with all the interesting and different people in my field. The people make the job. ----->

Kent Pearson
Strategic Planner
Ensemble

Challenges in the role



One of the largest challenges is less about developing a brand or communications strategy and more about selling that strategy in to the client, given that there will often be competing views and opinions within a client organisation. ----->

Jason Lonsdale
Executive Planning Director
Saatchi & Saatchi



TOP TIPS

"Be an intern. Learn. Work for free. Build positive relationships as an intern and it will translate into paid work along the line. Trust the process."

Kent Pearson - Strategic Planner, Ensemble

"Go and do interesting things for a few years. Develop an insightful mindset. Then find a way to learn the basics. Then knock on as many doors as you can!"

Jason Lonsdale - Executive Planning Director, Saatchi & Saatchi
