

# BOOMERANG UK

## SENIOR STRATEGIST

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### About Boomerang 🏹

Boomerang is a **socially native, creative agency**.

Let's just stop here for a minute and talk about that: what do we mean exactly by socially native?

No channel wields more influence than social. In our society, it is the undisputed cultural engine; it revolutionises entire industries, brings in societal change, and serves as the lifeblood of legacy media. Yet, there is a contradiction - it's still the bottom line on a deliverables list that comes after the TVC & OOH assets.

Boomerang changes all that. Our head office is in Amsterdam with more than 270 staff, and in 2023, we set up a new office in London. The UK is a small team (<15), but we are growing fast. Social by nature, we exist at the nexus of creativity, technology, and culture and help our clients make the shift from traditional digital creative to modern social-first content.

We make work that is truly influential, changing minds and shifting behaviour through authentically connecting with our audience's everyday conversations. It's not only about tapping into news or tomorrow's conversation, but it's also about making ideas culturally insightful and highly relevant, creating contemporary content that proves brands understand how modern audiences consume and interact with social platforms.

### Who we're looking for 👁️

We're looking for a **Senior Strategist** to join our team as part of the Social Pod for EE and work with other Boomerang clients as well. As the first strategist within the Boomerang team, you will play a vital role in shaping the direction and success of our social content. For EE, you will collaborate with another strategist and strategy lead from Saatchi & Saatchi. Within Boomerang, you will have a close relationship with the ECD.

The EE Social Pod is a bespoke team created specifically to serve the needs of EE (formerly BT EE). Born from many parts of the Publicis Groupe UK network, we work as one team to support the client's needs for all things social. The team (consisting of Boomerang, Saatchi & Saatchi, and Digitas) works within the same building in Chancery Lane, London, and has a collaborative, fluid way of working to provide EE with a fully cohesive approach to social content that can be accessed by all marketing leads and agency briefs.

Sounds like a lot, right? Well, it's busy; we're across everything: integrated ATL campaign briefs, social-first activations, social production, and short-term content, creator-led and reactive always-on. As a Strategist, you will be responsible for developing strategic social plans, leading social strategy projects, and collaborating with ATL strategists and our social creative teams to ensure that our work is culturally insightful and highly relevant.

### **Key Responsibilities** 🧐

- Experience in strategic planning within a social-first agency.
- Strong experience in leading strategy projects (pitches, brand positioning, brand planning, etc.).
- Excellent brief writing skills and development of clear insight stories and propositions.
- Wide-ranging experience briefing and collaborating with creative teams.
- Develop competitive analysis and audits, market and brand landscape reviews.
- Proven reporting on important cultural and social trends, and their potential application to and impact on client business.
- Repeated experience in developing brand strategies across various platforms.
- Strong pitch experience.
- Research and development of customer experience mapping.
- Regular workshop development and delivery excellence.

### **Why Boomerang?** 🤔

If you're reading this job spec and unsure if it's the right role for you, then a final thought before you go. This is an unusual role as it operates across multiple agencies. At its heart, you have the benefit of joining a small, agile team of like-minded, creative, lovely people who get out of bed every day with a clear goal to create great work. But, we also get to play outside of our social remit and work alongside ATL and digital agencies to ensure we can truly integrate social into all marketing comms across the entire customer journey.

This role will suit someone who loves to be involved in multiple projects happening simultaneously, not managing everything themselves - this would be far too much - but being part of a wider team that shares and collaborates, so you have 360° visibility across all client comms.

This role helps to improve the social content of one of the UK's most premium and well-known brands. It's incredibly rewarding and will stretch your social and digital advertising skills. You get to work with some super lovely people, in a lovely office (with a gym), get paid money, and get a 20% discount in the local pub; all the essentials covered!

If this sounds like something you want to learn more about, then get in touch, say 'hello,' and let us know what you can bring to the team as a Strategist. We're excited to see how your strategic thinking and experience can help elevate our work and drive success for our clients.