

!DAY

creative business partners

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toDAY:
01.12.2017

in:
Amsterdam

to:
Junior Brand Strategist

concerning:
Job Opening

this letter:
Made: Linde Koesen

page:
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other:
Please send your CV and
application letter to
amsterdamrecruitment@day.nl
For more information call
020-7715077

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Job Opening Junior Brand Strategist

About DAY

DAY is an independent brand strategy and design agency. We define meaningful narratives, add value to the brand experience and connect people to brands. By creating empathic and integrated design we make brands tangible, sensorial and spatial.

DAY services national and international companies and markets, focussing on real estate, sports/leisure and entertainment, consumer brands and retail. Our current client list includes for example: Stayokay, Thialf, Eindhoven Airport, Maandag, Grolsch, Konica Minolta en ZiggoDome.

Job opening Junior Brand Strategist

As a junior brand strategist at DAY you will transform the way brands and their audiences connect with each other.

You are a strategic thinker in your field and love to share perspectives on brands and business. You understand the value of combining both sides of the brain: combining statistics and figures with intuition. You understand the role of creativity in business. You know why strategic branding and design agencies have a leading role in defining creative strategy, distinctive assets and key touch points of brands.

You will support our senior Brand Strategist in inspiring clients towards alignment with engaging workshops, powerful presentations and inspiring conversations. Whether it's renovation or positioning; interior architecture, identity design, or creative strategy, the linking piece is strategic thinking. Understanding today's environment of the brand and the opportunities ahead. You have the ability to provide clarity, inspiration and commitment to your clients to a clearly expressed vision. Changing the world along the way....

Responsibilities

- Identify and understand the wants, needs and motivations of key audiences for the brand.
- Identify the most important benefits and messages for key audiences of the brand and all relevant customer touch points.
- Analyse and monitor customers and markets.

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other:

- Conduct trend research.
- Support the senior brand strategist with brainstorms and client sessions and help crystallise ideas into actionable solutions for brands.
- Capable of creating and setting up presentations for clients, independently.
- Work cross-disciplinary and build relationships with internal teams
- You have to keep an overview of your own projects

Requirements

- Intellectual and professional level at least equivalent to having completed Dutch 'higher professional education'.
- A minimum of 2 years of relevant work experience.
- Good communication skills, not afraid to present work to clients or give workshops.
- Good presentation skills and techniques.
- Natural interest in trend-watching.
- Affinity with marketing and brand-models.
- Good sense of hospitality.
- Affinity with creating experience.
- Team player with the ability to work independently
- Strong analytical skills and the ability to meet tight deadlines in a fast-paced environment
- Hands on mentality and eager to learn.
- Communicative, open, curious, energetic and focussed.
- Affinity with digital and website systems (Wordpress) is a plus.
- Able to work with MAC and Adobe programs
- Fluent in Dutch and English, verbal and written is mandatory.
- Based in The Netherlands is mandatory.

What do we offer

- Salary in line with the market
- Possibilities to develop and expand your knowledge of the business
- Working for leading brands on a wide range of projects
- An enthusiastic and dynamic team and work environment

Information

Start: preferably 01-01-2018
Position: Fulltime

We would love to see your application, motivation and cv in pdf format addressed to: amsterdamrecruitment@day.nl
For more information call 020 - 7715077
www.day.nl