

Job description

Job title:	Head of Planning
Hours:	9.30 to 5.30, Monday to Friday, plus whatever additional time may be needed to provide the necessary level of service

The company

Burnett Works is an independent integrated marketing and communications agency with a core team of 16 talented people, based in Clerkenwell, central London.

All our clients are not-for-profit organisations. A current snapshot shows us working with Cancer Research UK, Friends of the Earth, Breakthrough Breast Cancer, Barnardo's and Plan UK.

We have a fantastic track record and a great reputation with our clients. We're not just blowing our own trumpet. An external researcher undertook some work with our clients and they told her.

Our work includes strategy, planning and creative implementation to recruit new individual supporters – direct mail, print and online advertising, publications, websites, social media and web based fundraising products... and then turn them into loyal supporters who continue giving, increase their giving, and may ultimately leave a legacy.

Why do we want a planner?

Our clients are giving us interesting briefs and we'd like to dig deeper for more consumer/donor insight to help answer the marketing challenges we're being set. We've overhauled our creative processes to allow the time and space for stronger strategic input and to encourage more distinctive creative work. We're also increasingly pitching for work that requires a planner at the heart of the pitch and delivery team.

We've used freelance planning support for the last few years. You may also find it interesting to know that our Client Service and Creative teams instinctively do a 'bit of planning' as part of their everyday work. That said, we're convinced that this is the right time to invest in a specialist planner to add more weight to the quality of our strategic thinking and to free up time for Account Directors and Creative teams.

What difference to do we expect a planner to make?

1. Enhance the effectiveness of our work by generating audience, market and brand insights
2. Bring sharper strategic thinking to the marketing challenges we're tasked with
3. Generate and refine consumer propositions
4. Provide direction and inspiration for the creative team
5. Be at the heart of major pitches and prospect meetings
6. Develop a relationship of trust, understanding and partnership between client and agency
7. Develop strong working relationships with colleagues and contribute to the team generally

Desired skills

As our Planner we hope you will:

- have a minimum of five years' planning experience
- have integrated experience. We're looking for someone who is comfortable with integrated and online projects and will be comfortable and knowledgeable working in these areas
- have experience of the charity sector or a strong desire to work on not-for-profit clients
- be self-motivated, confident at selling ideas to current and potential clients and ideally have experience in business development
- Understand the way agencies work and the demands of agency life
- be a good communicator and have good people skills; able to motivate the team internally, and create and build strong relationships with the client. Strong verbal and written communication skills will be essential
- be organised, able to manage your own time and workload effectively
- be able to juggle a number of projects at one time effectively
- be able to work under pressure and handle difficult client situations professionally

And finally, any media or data planning experience would be very nice to have.