



180 JOB DESCRIPTION

THE AGENCY

180 is an award-winning international creative agency with offices in Amsterdam and Los Angeles. Our work has gotten the world talking for leading global brands like Pepsi, Asics, Boost Mobile, Expedia, Ketel One Vodka, Mitsubishi, The University of Phoenix, PlayStation, Qatar Airways, Academy of Motion Pictures Arts & Sciences and Hewlett Packard. A part of Omnicom Group Inc., 180 has a uniquely global perspective, employing 200 people from over 30 countries in its 2 offices.

We are looking for a **Strategic Planning Director** with a fearless spirit, an eye for talent and a forward-thinking outlook. We need a natural born leader to play a critical role on our Strategy & New Media team in our LA office.

THE 180 CULTURE

Live in the culture of WE. Put others first.

Famous NBA coach Red Holzman once said: "The real mark of a star is how much better he makes his teammates." We couldn't agree more. And if you also believe that the best teams are made up of people who work to make each other great, this might be the place for you.

Celebrate failure

We believe that every failure is a teacher with a lesson, not a loss. If we aren't making mistakes, we aren't trying anything new, and so we celebrate our failures as much as our success. Ask yourself what you would do if you weren't afraid. Now come do it with us.

The future is not something you wait for, it's something you make.

To create the future we have to understand today. And today is fast and ever-changing. But we don't have to tell you that. Because you love keeping up with that pace. And so do we. Every. Single. Day. That's what helps us make smart bets on the future. A big part of that is staying on top of technology, new and emerging media and all the crazy human behaviors that go along with it. We're obsessed with the future and gifted at picking up on the faint signals of today. It's how we help our clients, and ourselves, generate outcomes that outsmart the competition.

Hunger for a story, yours and ours

We want you to help build our agency story, and in return, we promise to help build yours. Not as boring bullet points on your CV, but as innovative, multi-media instances of your autobiography. We don't expect you to stay forever, but while you're here we want you to thrive. Ultimately, it's our people's individual stories that narrate the entirety of our tribe. We can't grow our business if we don't grow our people. And growth is a team effort.

Leadership as a service

Our culture isn't kind to leaders chasing individual glory; instead, we celebrate those who obsess about developing the people around them. We're looking for a leader who sets good direction so others are empowered to make smart decisions. Instead of relying on control, our leaders are masterful at setting great context, encouraging a culture of self-discipline, creativity, freedom and responsibility. If you're not precious, don't have an ego and are eager to roll up your sleeves, this is the place for you.

Still with us? Great. Here's the lowdown on the opportunity.



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THE ROLE: STRATEGIC PLANNING DIRECTOR

Part creative catalyst, part mentor, part trusted advisor, and part digital thinker, the Strategic Planning Director occupies a very special place at the agency. Reporting to the Executive Strategy Director and working in close partnership with clients and leaders across the agency, the Strategic Planning Director will act as the strategic lead and quarterback on a key agency account, as well as provide support across other businesses as required.

A creative problem solver at heart, you craft effective and unexpected strategic solutions, and are more interested in solving problems than merely making ads. You'll also bring an impressive ability to translate strong brand strategy into brand behavior across social, digital and new media. Simply put, you work high and low— not only can you crack a brand strategy, but you can effectively activate it across many different platforms and canvases across the customer journey.

But before we go too far, we'll say right upfront that conventional strategic chops are the price of entry for a role like this. This is going to take a lot more than solid brief-writing skills to shine. Simultaneously skilled at big picture thinking, all while acting quickly and effectively, our Strategic Planning Directors play the part of strategic maestro on their businesses. Curators of talent, and savvy relationship-builders, they are truly gifted systems thinkers who are expected to construct teams frequently to align strategic resources around goals, projects and outcomes. You'll work with a hybrid model of both dedicated resources and access to a broader pool of strategic specialists as required. As our clients' business problems become more layered and complex, our way of working needs to evolve to rally around these new and interesting challenges. Not only do you get that, but you thrive in those kinds of fast-moving, ever-changing environments. You have a keen eye for talent and know how to bring teams together quickly. You'll also partner frequently with the New Media & Communications leads as well as with the Data Science & Analytics team to create truly integrated creative solutions. You're a masterful creative problem solver, a trusted advisor to senior clients and have a great track record with creative partnerships. You're also a great leader and nurturer of outstanding talent.

THE NITTY GRITTY: AKA we should talk if you:

- Have experience leading teams effectively— which means you, the people who worked with you and the brands you worked on are better off because of your time together.
- Can demonstrate success in developing insights that lead to inspiring and effective work; we'll be curious to hear about your best case.
- Have a knack for making people say "I never thought about it that way." Have deep experience partnering with senior-level clients, as in they always want to know what you think and will call you after-hours to ask.
- Have built solid skills in the core areas of research & insights, business & digital strategy, media & connections planning and cultural anthropology.
- Are research ambidextrous – you're comfortable working with qualitative and quantitative inputs and are adept with digital metrics and analytics.
- Have a strong digital mind, with a real understanding of new media, including strategy and activation, as well as major and emerging social platforms.
- Be a master of storytelling, writing effectively, creatively and succinctly.
- Exhibit a broad understanding of leading trends and changes in consumer behavior. You pick up on faint cultural signals and know how your brands can use them to their advantage.
- Can provide effective leadership, mentorship and outstanding organization to a team Strategic Planners, Social Strategists and Analysts.
- Are keen to manage and streamline the day-to-day strategic operations and success of your brand team. This includes strategic team resourcing, scoping and deliverables.



180 JOB DESCRIPTION

- Cultivate and maintain strong relationships with strategic partners and external resources to bring in unique talent as necessary.
- Play well with others, including creative, new media, analytics and account management.
- Have 10+ years of experience in a creatively-driven environment.
- Non-agency types are encouraged to apply.

SCHEDULE AND COMPENSATION

- Full-time, starting immediately.
- Compensation DOE.

CONTACT

Please submit your resume and cover letter to jobs@180la.com.