



JOB SPECIFICATION: B2B STRATEGIST

Salary/Day Rate: £50-60k per annum / £250-£350 per day

About us:

We're JPC, an award-winning strategic B2B marketing and creative communications agency who help our clients to attract new customers, win more business and grow their most valued key accounts through our uniquely integrated ABX (Account Based Experience) approach. What this ultimately means in plain-speak is that we place our customers, and theirs, at the heart of everything we do, creating hyper-personalised experiences that help businesses to engage better and win more.

With the demise of the hard sell and cold call, and a focus on managing the customer funnel from cradle to grave across the B2B life-cycle, content is in great demand.

At JPC, we see strategy as a genuinely strategic role, but one of content too. We expect our strategists to be excellent copy and thought leadership writers, without a doubt. They should also be solid editorial managers, capable of managing other writers, commissioning content, curating editing and publishing materials, and feeling comfortable working on any platform.

But those duties are what copywriters and editors already do. We expect significantly more from strategists.

We are looking for people who have the intellectual capacity to deliver truly transformative results for our clients.

- You are proud to bring experience from multiple previous B2B engagements to any commission – because you know that that's part of the contribution of an agency to its clients.
- You are already an expert on the challenges, ambitions and opportunities for businesses operating in our sectors (technology, telco, energy, professional services, construction) – because otherwise we are not going to be able to add value to their work.
- You are optimistic, collaborative and communicative in meetings at CXO level in \$BN businesses. We engage at this level all the time. If you cannot hold an



expert conversation (and navigate the occasions when you are under-informed – which will happen!) then you are probably not ready for us.

- You can assimilate and structure exceptional amounts of information without ever dropping the ball, bluffing your way, or failing to get more information when needed. Our job is to stick our noses into our clients' businesses, to understand instinctively the levers which will move the needle on their activities, and which will generate real change. Only then can we begin to produce creative solutions. Our content strategists are fundamentally business consultants first, and content creators second.

Core of the role:

Responsible for leading the strategic development of ABM and DBM accounts and working with the MD, Growth & Strategy Director and others to develop and drive the overall JPC strategic ABX proposition, delivery and service:

- Liaise closely with clients and other stakeholders to develop successful campaign strategies, strengthen relationships and grow JPC and client revenues.
- Develop and manage the JPC research/data and analytics practice
- Deliver key insight, support and inspiration to JPC teams to fuel the creative process and meet campaign objectives.

As B2B Strategist, as well as defining campaign strategy upfront, you will support multi-year programmes to optimise client relationships and outcomes, while also seeing the bigger picture to evolve and improve the overall JPC customer experience via a uniquely integrated ABX proposition. You will also play an active role in the day-to-day management of the agency business as a whole and, as an instrumental member of the leadership team, will be involved in making decisions affecting the future of the agency.



Main Responsibilities

Client strategy:

- Act as the client's trusted adviser and partner
- Collaborate with key people across the client business to optimise engagement, define needs and enable growth.
- Lead client workshops with relevant client personnel and stakeholders to help shape the overall needs, goals and programme strategy, including all assimilation of insights and findings and distillation into strategic recommendations, CVPs, frameworks, etc.
- Define and manage any client research and/or data requirements including all intent, data analysis, psychometrics, etc. as appropriate to the programme.
- Lead the development and shaping of CVPs to support the client's own ABM/DBM targets and objectives.
- Design activation programmes from audience identification and segmentation, to goal/KPI-setting, competitive positioning, nurture, conversion and onboarding.

Agency:

- Support the MD and GSD in the ongoing definition of JPC's IP and ongoing client service improvements – building propositions aligned to their client challenges and needs.
- Develop the tools, skills, resources and networks required to enable JPC to strengthen and grow our ABX proposition and competitive advantage/niche in the market.
- Work collaboratively and effectively with JPC Client Service, Content and Creative teams, providing support and inspiration to ensure a joined up and aligned customer experience.
- Collaborate with the GSD and Client Directors to define and productise specific JPC service offers including commercial packages and SLAs designed to drive increased retained revenues.
- Be the 'voice of the customer', ensuring internal teams are aligned around a common purpose.
- Ensure every relevant JPC team member has a 360 degree perspective of our overall proposition as well as each key account and campaign to deliver a truly integrated programme.



- Contribute to ongoing account and business development both on behalf of our clients and in pursuit of our own pipeline.
- Play an active role in agency management and strategy alongside the other senior members.
- Support, mentor and guide other team members in their roles.
- Be the face of the agency when required.

Key Requirements:

- An expert on modern business
- Interested in and can talk with confidence about multiple subjects including technology or telco product sets, industry trends, public sector challenges, market white spaces
- A great communicator at all levels
- Obsessively curious, a great listener and hungry for knowledge
- An intellectual heavyweight, capable of marshalling complex ideas
- A great writer who can use a B2C style for B2B audiences
- A laser focus on business outcomes rather than product features
- An excellent organiser and planner
- A wonderful workshop facilitator who can build out proposition frameworks, bid responses, capture requirements from clients, sift out complex and tech-heavy guff into clear, powerful win themes
- Happy with change, and enthused about what happens at the cutting edge of business and technology
- Well versed in brand, B2B marketing, ABM and modern multimedia enough to help make decisions on deliverables. Similarly, a reasonable grounding in SEO, SEM, social media etc. are all very helpful – but truly secondary considerations to strategic commercial insight