



Recruitment Brief

Role: Senior Planner

Background

WPN Chameleon is an end-to-end independent agency of around 55 people operating across all areas of digital, direct marketing and DRTV.

We create responsive advertising, websites and digital products

We develop strategies - applying proven and testing new techniques, tools, media and channels - to drive income and engagement.

We work with clients to reach new segments and also engage more with existing audiences. Our work spans commercial and fundraising sectors.

The Role

Planning at WPN Chameleon is part logic and part magic - evidence based, clear thinking plus the magic that comes from making unusual connections.

The Senior Planner will be expected to lead the strategic thinking on one of our largest clients on a day to day basis and work across other existing and new business clients as required.

Much of the work will be acquisition focussed, with DRTV a significant element. However it will also include other offline and online/mobile channels and 'customer journey planning' is becoming an increasingly important component of our work (in acquisition and retention).

The senior planner will be expected to develop communications strategies which add value to our clients' businesses. He or she will work closely with the account team and across the agency at all levels to help deepen the client relationship, responding to client briefs and challenges as well as proactively driving the strategic thinking forward.

More broadly, he or she will develop new frameworks and approaches to underpin specific projects and create new business or even consultancy opportunities. From time to time they may be asked to leading the planning on pitches.

A fundamental requirement of this role will be to work closely with the creative department, writing inspirational creative briefs and helping produce creative that both inspires and generates the required results. The senior planner will be tasked with delivering break through and razor sharp thinking, distilling a range of research and information into key insights and powerfully responsive propositions.

He or she will also be expected to work closely with our media and data partners.

Last but by no means least, the senior planner will need to wow at a senior client level but also be able to work with more junior clients.

The Candidate

The senior planner will we are looking for will

- Have good commercial experience and – ideally – some experience of the charity sector
- Have 5 Years + experience in a planning role, most recently at senior planner level (this could include someone working at that level but not yet promoted)
- Work well in teams, providing planning leadership but just as importantly collaborating and contributing with colleagues of all levels and all parts of the business to ensure the wider project is a success
- Be passionate about problem solving, whether this be developing inspirational strategic frameworks, developing brand and communication architectures or unearthing consumer insight to inspire the creative
- Find the development of powerful response propositions almost second nature
- Be passionate about consumers and understand how to engage and persuade them in order to deliver business value.
- Be able to construct a concise and clear story
- Communicate well on-the-page, across-a-table and in-front-of-screen to clients and colleagues of all levels and experience
- Fully understand research techniques and planning tools as well as have experience of working with data planners
- Have experience of working across all media, across channels and across acquisition and CRM – some digital experience is required but deep experience of offline direct channels is a must
- Have excellent relationship skills to help build strong relationships with clients (and within the agency)

Salary and Benefits

Salary: Commensurate with experience

Benefits: Life Insurance, discounted PMI, contributory pension scheme, cycle to work scheme, childcare vouchers, season ticket loan

Holidays: 22 days rising to 27days after 6 months

If you're interested in this position, please email hello@wpnchameleon.co.uk and send us a copy of your CV and a short paragraph as to why you think you'd be a great fit to our team!