

## **JOB DESCRIPTION**

**Position:** Brand Strategy Trainees

**Function:** Strategy

**Main Task & Responsibilities:**

- Gaining a comprehensive context for communication strategies and, briefs by analyzing a wide range of information, including demographics, socio-economics opportunities & challenges through primary & secondary data/understanding/insights
- Strategize, develop briefs, and inform the project team about consumer experience and behavioral trends.
- Also work closely with senior members to advise on or design new research to further explore underlying consumer motivations.
- Write creative briefs and ensure that all resulting communications are on strategy. Be involved in research work and drawing inferences through this research
- Keeps up to date with updates on industries/sectors that their clients deal in.

**Qualification Required:** Graduate/Postgraduate in streams of Economies, Math and Stats, Psychology

**Other/ Special Requirements:**

- Creative thinking, problem solving, curious mindset
- Strong interpersonal and communication Skills
- Ability to collaborate effectively at all levels and functions
- Must be well-versed with digital design tools