

# Communications Strategist – PR Agency



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Phone :

Web :

## Job Summary

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Vacancy :

Deadline : May 15, 2025

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Employment Status : Full Time

Experience : Any

Salary : £35K - £40K

Gender : Any

Career Level : Any

Qualification :

## Job Description

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### The Opportunity

An award-winning, integrated PR & Marketing agency, known for its collaborative and creative culture, is looking for a confident and autonomous Strategist to join its Strategy & Planning team. This is an exciting opportunity for someone who loves turning insight into action - blending data analysis with creative direction and campaign thinking.

You'll be part of a small, high-performing strategy team that values curiosity, collaboration, and bold ideas. Whether you're a mid-weight strategist looking for more ownership, or someone from a consumer background ready to step into the world of B2B/technology, we'd love to hear from you.

### The Role

As a Strategist, you'll support insight-led work across PR, marketing and new business. You'll analyse data, shape messaging, write compelling briefs and contribute to campaigns that span creative and comms. You'll collaborate closely with account teams and creatives, and have autonomy over your work while being part of a flat, supportive team structure.

### Key Responsibilities

#### Insight & Strategy

- Analyse research, tools and data sets to uncover insights into audience, brand and market
- Create frameworks, competitor audits, and brand strategy documents
- Lead or co-host messaging sessions and produce clear, actionable outputs

#### Creative Contribution

- Write strong, insight-led creative briefs
- Support creative development and ensure campaigns stay strategically aligned
- Use language to inspire, persuade and shape strategic storytelling

#### Collaboration & Communication

- Work closely with account and creative teams across integrated projects
- Play a key role in pitches and new business by contributing insights and campaign ideas
- Help raise the profile of the strategy team through knowledge sharing and thought starters

### Must-haves

- Previous strategy experience (agency background preferred)
- Strong analytical skills and ability to turn data into actionable insight
- Strong copywriting and messaging skills
- Experience working on creative campaigns or responding to brand/comms briefs
- Collaborative approach with confidence to present and advise

### Nice-to-haves

- Knowledge of B2B marketing principles
- Experience working in or with the tech sector
- Background in consumer strategy with an interest in B2B
- A strategist—not a media planner

### What They Offer

- Hybrid working (3 days in-office, 2 days remote)
- WFH kit & broadband allowance
- Private medical insurance
- 24 days annual leave + Christmas office closure
- Inclusive parental leave (6 months full pay for primary carers, 3 months for secondary)
- Bonus schemes (new business, referrals, monthly performance)
- Monthly team socials and seasonal parties
- Structured training and clear career progression
- Season ticket loan & cycle to work scheme

### Why Join?

You'll be part of a smart, collaborative strategy team in a integrated agency that champions autonomy, insight and originality. If you're ready to grow, contribute, and help shape standout work - we want to hear from you.

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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