

SENIOR KNOWLEDGE PLANNER

Role Profile

As senior knowledge planner you will oversee the brand and communications strategy for one of the UK's leading brands, as we help them to go supernova.

Working closely with our research, creative and editorial teams, over 3-5 years you will guide this brand to a category-leading position.

By discovering what this brand should care about, and uncovering the relevant knowledge spaces that it must understand and keep up with, you will work out how to show customers that this brand "gets it."

And by discovering where this brand can be an expert, you will help them create and lead new knowledge spaces, and ensure that the team create brilliant communications that customers want to learn from.

Skills Required

- Training in a human-centred social science eg sociology, anthropology, psychology, cultural studies, linguistics, etc - what knowledge do our customers want, and how do they signal it?
- Expert using social, semiotic and data tools/analysis to uncover and describe knowledge spaces - what explicit knowledge must our brand keep up with, and where is there too much junk knowledge?
- Ability to conduct or commission qualitative and quantitative studies, both with consumers but also with our clients - what tacit knowledge do we already have? And what tacit knowledge should we be learning?
- At least 5 year's strategy/planning experience in brand communications across multiple channels - how do we communicate our knowledge to consumers, and give it away so they can use it?
- Innovative business thinker - where can our brand lead and how will it affect profits and shareholder value?