

## Senior Digital Strategist (AI)

### Description

#### DEPT® AI

This role will play a key role within DEPT®'s AI efforts. DEPT® is on a mission: to make the best work in the industry using AI to enhance everything we do. This role sits within our Global Data & AI practice, which has deep expertise in leveraging AI. The team includes data strategists, consultants, data scientists and analysts that work alongside DEPT® teams around the world across different services – from commerce, to full-funnel media, content engineering to internal operations. You will be solving some of the hardest and most challenging problems facing some of the best loved brands in the world – and doing this alongside an experienced team.

#### JOB PURPOSE

We're looking for a Senior Digital Strategist that can shape and guide end-to-end AI transformation.

This strategist will be working hand-in-hand with the core DEPT® AI team, connecting into all other areas of the business across marketing (content & paid media), and technology (platforms & products). As an integrated digital agency, our agency services span wide and far. Hence, it's essential the Senior Digital Strategist feels comfortable leading and guiding a very wide range of strategic disciplines;

The Senior Digital Strategist (AI) will be expected to deliver:

- **Strategies:** Turn ambiguous problems into actionable plans. You are a thinker with strong analytical skills but also knows how to make it practical; Inject AI (Data Science, Data Engineering, Audits, Discoveries, Customer Experience design + many more categories) into strategic proposals, working closely with technical experts to understand possibilities and impossibilities.
- **Innovation & Transformation:** Help provide a strategic layer to our existing service offering to – instill market-leading innovations in digital strategy that our clients couldn't get anywhere else. Provocation: inspire the team to deliver big & bold ideas with impact, all aimed to deliver on our clients' business challenges or ambitions.
- **Growth & Sales:** Lead and participate in new business pitches; locally and globally – sell in AI services, and cross sell other DEPT® services. Innovate our offering working closely with mixed disciplines to apply new technologies to clients problems in a persuasive way.
- **Building & maintaining trusted client relationships:** being on speed dial for our clients to align on challenges, ideas or ambitions. In this, utilising the most advanced thinking and approaches to deliver incremental improvements on ROI for any type of business. Be a trusted partner for clients and inspire, advise, and challenge stakeholders in complex corporations;
- **Connections:** Have a positive attitude and know how and when to connect different disciplines to support your ambitious plans.
- **Quality:** Upping the benchmark of the work and ensuring we are leading the industry by pushing the boundaries of what's possible while delivering

### Hiring organization

Candidate-1st

### Employment Type

Full-time

### Beginning of employment

asap

### Job Location

London; United Kingdom

### Working Hours

40

### Base Salary

euro GBP 48K - 89K \*

### Date posted

May 21, 2024

incremental improvements on ROI

- **Thought leadership:** Serve as a thought leader across the business on AI Transformation

## WHAT WE ARE LOOKING FOR

- 6+ years of consulting or strategy experience with a proven track record in business development.
- Strong understanding and application of AI.
- Excellent client relationship and stakeholder management skills.
- Effective communication and presentation skills, capable of simplifying complex subjects.
- Extensive knowledge of strategy methodologies and their application.
- Experience in strategy-focused and new business roles, preferably in an agency setting.
- Solid understanding of digital businesses and collaboration with developers on tech solutions.
- Ability to engage senior clients, present to C-level audiences, and deliver high-energy workshops and demos.

## WE OFFER

- Hybrid working: you have the choice to work from our office or remotely, and we have core working hours where you can choose your start and finish times to suit you
- Pension, free private healthcare, mental health support, and company sick pay scheme
- 25 days paid holiday with the opportunity to buy extra days
- Refreshments are provided in the office all week, as well as drinks at 4 pm on a Friday.
- We celebrate successes by rewarding teams when big projects go live and honouring the year's top achievements at our annual awards ceremony
- A reputation for doing good. DEPT® has been a Certified [B Corp® since 2021](#) and named 'Agency of the Year' at both The Lovies and The Webby Awards.
- Awesome clients. Whether big or small, local or global — at DEPT® you'll get the opportunity to work with clients of all sizes and across all industries. And we celebrate all of our successes together!
- The opportunity for possibility. We want to enable you to do what you do best and help you develop your skills further with training, development and certifications.
- Global annual [DEPT® Cares Month](#) in which employees come together and donate their skills to support local charities.

## WHO ARE WE?

We are pioneers at heart. What does that mean? We are always looking forward, thinking of what we can create tomorrow that does not exist today. We were born digital and we are a new model of agency, with a deep skillset in tech and marketing. That's why we hire curious, self-driven, talented people who never stop innovating.

Our culture is big enough to cope and small enough to care. Meaning, that with people across 30+ countries, we're big enough to provide you with the best tools, global opportunities, and benefits that help you thrive. While acting small by investing in you, your growth, your team, and giving you the autonomy to solve our clients problems, no matter where you are in the world.

DEPT® is committed to making a positive impact on the planet and since 2021 has been Climate Neutral and B Corporation certified.

## **DIVERSITY, EQUITY & INCLUSION**

At DEPT®, we take pride in creating an inclusive workplace where everyone has an equal opportunity to thrive. We actively seek to recruit, develop, nurture, and retain talented individuals from diverse backgrounds, with varying skills and perspectives.

Not sure you meet all qualifications? Apply, and let us decide! Research shows that women and members of underrepresented groups tend not to apply for jobs when they think they may not meet every requirement, when in fact they do. We believe in giving everyone a fair chance to shine.

We also encourage you to reach out to us and discuss any reasonable adjustments we can make to support you throughout the recruitment process and your time with us.

Want to know more about our dedication to diversity, equity, and inclusion? Check out our efforts here.

### **How the process will look like**

Your teammates will gather all requirements within our organization. Then, once priority has been discussed, you will decide as a team on the best solutions and architecture to meet these needs. In continuous increments and continuous communication between the team and stakeholders, you're part of making data play an even more important (and understood) part withing Brand New Day.

## **Job Benefits**

GBP 48K – 89K \*