

superunion

JOB DESCRIPTION

Role	Senior Strategy Director	Team	Strategy Team
Reporting to	Managing Creative Director	Location	Bangkok

Who are we?

Superunion is a next-generation brand agency, built on a spirit of creative optimism, that uses upstream creativity to build brands that unite people and organisations. We're hard-working, creative, professional, energetic, happy people. We're international, with a strong local flavour and passion for what we do.

What kind of work do we do?

At Superunion, we believe that great brands unite. They don't just attract customers, they build businesses. They bring people together around shared ideas, cultures and dreams. They have staying power. Creativity is vital in developing these great brands. Powerful, strategically grounded creativity applied to the heart of the business, not just its outward expression. We call this upstream creativity, and it's our specialty. This means that the work we do ranges depending on the challenge, from transformative corporate brand strategy, brand creation, engaging consumer experiences, culture change programmes, digital brand experiences, physical experiential design, environmental design, advertising and communication. We're not an advertising agency, but we don't just create logos either. We create brand platforms, and design brand experiences.

Who are we looking for?

Someone with a passion for brands and communication, with local understanding and knowledge.
Someone who believes that working in branding is an opportunity to affect the direction of businesses, views this as a privilege, takes the responsibility seriously, and enjoys working in a fun and open environment.
Someone who plays well with a team but is also not shy of having an opinion.
Someone with strong analytical rigour matched with a strong artistic flair.
Someone with a point of view on the branding and marketing industry and looking to shake things up.
Someone that loves to unite people around a challenge.

What can you expect from us?

An inspiring, collaborative, and supportive team.
A team that will challenge you, and strive to make us better than last time.
Mentorship to help you be the best strategist you can.
An opportunity to work across markets in Asia based (mostly) on categories and clients of your interests.
An opportunity to mentor young strategists and build a strong strategy team.

What would we expect from you?

Energy and curiosity – to learn, to share things you've learned, to constantly grow and look for better ways of doing things. Hard-work, dedication, pro-activity, and exceptional attention to detail. Ambition and self-motivated drive to get things done.

What's the purpose of the role?

To help shape and drive the Superunion agenda and drive business growth. Manage and inspire the strategy team. Coordinate with strategy directors in other markets to drive regional ways of working. Ownership of project delivery, farming and leading business development conversations. Be the trusted port of call for the client and develop long term relationships with a view to farming.

What you'll be responsible for?

Driving the Superunion growth agenda:

- Identifying the growth agenda for Superunion in targeting key clients and strategy offer.
- Working with the Directors within the account management and design teams, to drive forward the Bangkok business, and regional agenda.

Managing the strategy team:

- Managing, mentoring the strategy team and driving project delivery

Building Effective Colleague Partnerships:

- Working closely with the design and account management team to ensure project success and timely turnaround
- Building great, collaborative relationships between the strategy, client, and design teams across the business.

Client Custodianship:

- Be the trusted port of call for the client and develop long term relationships with a view to farming.

Driving Business Development

- Drive innovative business conversations with clients.

Thought Leadership

- Identify and contribute to thought leadership opportunities

Are there any specific requirements or technical details you need?

- Ideally, you will have approx. 9-10 years' experience working in the branding or marketing industry, with Agency experience.
- A strong understanding of the Thai Market, with extensive local experience.
- You would have managed a team of strategists / planners
- Expert in building strategy presentations and arguments
- Excellent presentation skills, with a desire to become even better.
- Excellent business writing capability, with solid understanding of how to structure documents.
- You believe that your best work is yet to come.