

Job Description: Junior Integrated Planner – Intern

Reporting to: Head of Strategy

Department: Strategy, Planning & Insight

Location: London

Context – Havas People

Havas People is part of Havas Group, who combined with Vivendi are one of the world's leading global entertainment, media and communication networks. We are specialists in creating meaningful connections between people and brands through creativity, media and innovation. Here at Havas People we help to attract, recruit and retain the best talent for our clients. (www.havaspeople.com)

Position Summary

You will use a blend of insight and intuition to help define the creative and communications strategy that will solve the client's business brief. You will work alongside and be accountable to our Strategy Director and more senior executives to help support and deliver a range of projects. Reporting to the Head of Strategy, you will be a key member of the team, primarily responsible for delivering the building blocks of the overarching communication strategy.

Main Duties and Responsibilities

In this role, you will:

- Unpick the client brief
- Find and gather intel about the brand, the category, and most importantly the audience.
- Work closely with the research team to commission, source and interpret data from a range of sources including traditional qualitative and quantitative research, as well as social and digital tools
- Look for insights which help shape the creative territory for the big idea, and which will create advantage for the client in its category (and beyond).
- Look for insights which inform the integrated communications plan (Owned, Shared, Earned and Paid), across the audience journey
- Write the creative and communications brief and present it to the creative, content and media teams in a simple, articulate and compelling manner.
- Work closely with research, content, creative and media teams to ensure to help them deliver solutions aligned to the strategy.

Decision-making and Accountability

You will be supervised in your work but will be expected to be able to work independently in:

- Liaising with clients and third-party suppliers
- Undertaking desk research

Main Internal Connections

- | | |
|----------------------------|----------------------------------|
| • Creative | • Programmatic |
| • Digital | • Strategic Planning and Insight |
| • Studio | • Recruitment solutions |
| • Social Media and Content | • Finance and HR |
| • Media | |

Qualification/Knowledge Requirements

- 1 or 2 years' prior experience in a planning role is desirable, but not essential.
- Degree qualified (or equivalent)
- Proficient with Microsoft Office

Experience

- Curiosity – never runs out of questions. Unable to stop yourself from asking 'what about this', 'why', and 'what if'
- Passionate about brands and digital communication
- Lateral, creative and critical thinker
- Is able to differentiate a conceptual idea from an executional idea
- Comfortable with quantitative as well as qualitative data
- Information sponge- great at absorbing and synthesizing large volumes of information
- Good at spotting patterns and making connections across seemingly unconnected information
- Comfortable with ambiguity and 'grey area'
- Good communicator – able to distil and simply communicate complex information
- Deep interest in human behaviour, social trends, and how ideas influence people.
- Fascinated by the world of business, organisations and institutions; in particular the employee perspective.
- Flexible, self-motivated, disciplined and committed to life-long learning

Skills

- Communication – fluent and professional verbal and written English
- Ideally some knowledge of qualitative and quantitative research techniques.
- You must have good arithmetic/numeracy skills to be able to understand and interpret research results and cost projects.
- Knowledge of statistics and analysis techniques would be an advantage.
- Organisational skills.
- Computer aptitude and keyboard skills

Core Competencies

- You will be degree qualified at either undergraduate or postgraduate level or have relevant work experience.
- To succeed in a deadline driven, customer-focussed environment you need to have energy, drive, determination and a positive attitude.
- You need to be a great communicator able to build rapport and sound working relationships with clients and with colleagues – both face to face and over the telephone.
- You will be able to write fluently and persuasively to report findings to clients.
- Strategic thinking and curiosity to spot opportunities and provide the best advice to clients
- Leadership to get the most from your team and be a role model
- Commercial acumen – to understand profitability and how to develop business
- Creative thinking and problem solving to come up with solutions
- Tenacity, resilience, flexibility and judgement to deal with difficult situations

We expect all our employees to role model behaviours linked with our core values:

- **We roll-up our sleeves:** We know that if you're prepared to work hard, you can put your name to something great. If we say that we're going to do something, you can be sure that we'll do it.
- **We work together:** We respect each other, we enjoy sharing ideas, and we know we can rely on one another. Which means we can achieve more as a team.
- **We ask, "What if?":** We're curious about the world around us, and know that if we never stop questioning, we will never stop discovering more.
- **We find a way:** The most exciting opportunities can initially seem impossible. By staying flexible and keeping open minds, we can always find a way.