

B&B

Head of Strategy.



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The Agency

B&B is an independent branding agency based near Old Street, London, founded in 2009. The agency has a strong strategic and creative reputation within the worlds of food and beverage and direct-to-consumer, with a leaning towards founder-led and independently-owned brands. B&B employs circa 25 people across design, strategy, production and client service.

The Role

We are looking for a Head of Strategy to lead and shape our strategic offer, working across a range of small, medium and large clients and on projects that range from major rebrands through to brand development, evolution and innovation. This is a hands-on role, where the creation and delivery of strategic work is key, but also comes with the opportunity to build a strategic team around your requirements.

The Requirement

Ideal candidates will have robust agency experience within brand and design strategy, and have the confidence to lead projects strategically for clients of all sizes. They should have a strong appreciation and understanding of the language of design and semiotics; the role of category, cultural and consumer insight; and the creativity to transform market opportunities into compelling brand strategy and creative design briefs.

Remit & Responsibilities

Strategic direction of client accounts and projects, ranging from major rebrands through to brand development, evolution and innovation.

- Creation and delivery of compelling creative strategy stages that bridge the gap between client brief and design delivery. This may involve: analysing relevant insight and context; unearthing brand opportunity; articulating brand and product positioning; creating conceptual brand idea; developing design strategy and brief; overseeing visual planning and moodboards.
- Overseeing concept development in partnership with the Creative Director to successfully deliver creative that is true to the strategy.



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Remit & Responsibilities

- Managing and developing the broader strategy team and co-ordinating workload.
- Working with Client Services team to build and develop client relationships.

Attributes & Attitude

A multi-tasking, multi-talented all-rounder with strong verbal and visual abilities, able to balance clear logic with creative brilliance.

A proactive and hands-on team-player with an independent spirit and a non-conformist streak.

How To Apply

Please email vacancies@bandb-studio.co.uk to say hi with a copy of your CV. Please reference Head of Strategy in your email subject.