

## Strategic Planner

Do you want to be part of one of Australia's fastest growing agencies? Bastion Brands are a unique agency that champion emotionally driven communication in the healthcare and consumer industries.

With offices in both Melbourne and Sydney, Bastion Brands prides itself on having the mentality of a 'challenger agency'. We are always pushing to do things in new and better ways.

Bastion Brands combines individuals with expertise in creative and digital services, account management and science and healthcare communication – providing our clients with solutions and opportunities to grow their business.

### Role summary

As a Strategic Planner your time will be split between supporting the strategic offering of the company, developing proposals and budgets, producing content and business development.

You will be reporting to the Strategic Director. In addition, you may be required to report to other members of the business on a project by project basis.

You will work across a number of therapeutic areas and as such you must have a scientific mind, be highly organised and be comfortable in front of clients. You may also be required to work in the consumer industry.

You will be the strategic lead on a number of projects and work closely with the creative and account management teams to deliver exceptional work.

### Core responsibilities

- Landscape analysis
  - You will spend time assessing the therapeutic landscapes within which our major clients sit. You will use this understanding to support our clients in the development of their brand plans. Where possible you will identify opportunities that may lead to proactive ideas. Under this responsibility you will also be charged with keeping abreast of the activities of competitors, in both the agency and healthcare industries, and use these insights to drive new and improved offerings
- Business development
  - You will work with client facing members of the Bastion Brands team to arm them with the knowledge and insights to support business development activities. This includes coming up with proactive ideas, staying abreast of new data/guideline releases and responding to brand specific challenges
- Content production
  - You will occasionally be tasked with producing project specific written content. This will be medical in nature and will require attention to detail and the ability to understand clinical data and referencing. All content will be reviewed by the Strategic Director prior to client release

## Required skills

- You must have excellent written and verbal communication skills
- You must have good presentation skills
- You must work well in a team and have a positive attitude
- You must have a BSc or above in a scientific field, such as Biomedical Sciences

## Culture and professionalism

You will be positive, energetic and enthusiastic. You will be driven, ambitious and hungry for success, both as an individual and for the business as a whole. You will have client facing responsibilities and in this context you will be smart and professional at all times. You will be punctual at all times, respecting the time of your clients and your colleagues. You will be a team player, but most of all you will have fun!

## Our commitment to you

You will work closely with the Strategic Director and Managing Director to develop your skills and strengths. We will work to develop your understanding of relevant therapy areas and help you to harness your interests and passions to get the most from your work. We will reward success. We will support you in all of your professional endeavours and we will make sure that