

TBWA\London Strategy & New Business Trainee

Location of role:
London, SE1 0SW

Placement hours: 35

Working pattern:
F/T Mon-Fri
9:30-5:30pm
Tues-Thurs in office,
Mon & Fri remote

Placement length:
12 months

Salary:
£23,933 per annum



We are the Disruption Company.

Disruption is our DNA. It's the philosophy that has powered TBWA globally for over 30 years. And it's still at the heart of everything we do in TBWA\London. It's our way of looking at the world and looking for a white space that can lead to innovation, impactful creative and ultimately help clients' businesses grow.

Our premise is that a business can never outperform a market by adhering to its conventions. Brands only achieve truly market-beating performance when they stop trading blows on minor points of difference and begin to work towards the future on their own terms, defining new market space. Here in London, we are able to offer all our clients the spirit, pace and hunger of a start-up but with the security and experience of an established shop.

We have been building on TBWA's foundation of Disruption by finding new ways to bring it to life in more channels than ever, in line with today's media landscape. We have a strong identity and talk a lot about having a pirate spirit. By joining us, you'll become part of a crew; all united behind one quote 'Why join the navy when you could be a pirate'.

Above all, we believe in the power of creativity to drive transformational business-changing ideas, then communicating them in the most relevant and engaging channels.

<https://tbwalondon.com/>





We are hiring an intern for the Strategy and New Business departments who will be responsible for providing support to senior planners and to the New Business team, in the delivery of research, inspiration and overall support to a number of accounts and prospects.

You will be required to gather, analyse and interpret a wide range of information sources, drawing out key insights freeing up other members of the Strategy & New Business teams to concentrate on business development of their accounts.

TASKS AND RESPONSIBILITIES

- Support the team through pitches and clients, with research of consumer, culture, brand, and market qualitative and quantitative data.
- Gather, analyse, and present data from various sources in a succinct way.
- Assist in organising and managing preparation for Disruption days.
- Conduct research on other agencies and help in presentation research for client meetings.
- Assist with social posts and general agency marketing.
- Assist in running agency awards submissions.

SKILLS AND EXPERIENCE

- Graduate/entry level.
- Team player with effective communication.
- Ability to manage multiple tasks with varying priorities.
- Passion for advertising.
- Entrepreneurial and proactive attitude.
- Basic desk research knowledge, willingness to learn sophisticated research tools.
- Enthusiastic, 'can-do' attitude and problem-solving mentality.
- Strong attention to detail.
- Excellent written and verbal communication skills.



ABOUT STEP



STEP is a training programme for young East Londoners local to the Olympic Park, who are ready to bring ideas, creative energy and perspectives to the creative and cultural sector.

YOU MUST BE

- Aged 18 to 30
- Resident of Hackney, Newham, Tower Hamlets and Waltham Forest and have attended school or college in these boroughs

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop a range of skills and creative approaches and build on your network across different organisations or departments. You'll complete a work-based placement, grow as part of a peer network, take part in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist industry mentor, provide careers coaching and continue to offer support as part of our community after the programme.

HOW TO APPLY

Apply Now

Complete our STEP application form by 10am on Friday 23 February 2024.

You can upload video or audio responses.

FOR MORE INFORMATION

If you require information in an alternative format, or want to speak to us about any access requirements, please contact us at goodgrowthhub@anewdirection.org.uk

Go to the Good Growth Hub website to find out more here about the STEP programme, book in to attend one of our information sessions, hear from STEP alumni and read out application guide for some expert tips.

<https://goodgrowthhub.org.uk/what-we-do/programmes/step-10>