

Insights and Planning Supervisor

The **Insights and Planning Supervisor** is a mature manager who successfully champions the voice of the target audience while exhibiting core values of curiosity, warmth, and perseverance. They contribute to the agency purpose of helping consumers make better decisions by developing insights, implications and frameworks that compel teams to deliver the right message to the right person at the right time.

The Insights and Planning Supervisor will partner with the President to build the insights and planning practice from a revenue and structural perspective. They will inspire cross functional teams and clients to prioritize the target audience in marketing communications planning and execution and will contextualize the target as a living, breathing human. This includes leading primary and secondary research projects to drive clarity in messaging, clarity in activation and clarity in measurement. In addition, the Insights and Planning Supervisor will serve as a key enabler of the account team, providing templates, tools and guidance for effective marketing planning and execution. They are a subject matter expert related to the food, beverage and hospitality industries helping to establish a baseline of knowledge across departments and demonstrating initiative and resourcefulness in filling knowledge gaps.

The Insights and Planning Supervisor will inspire others to drive clarity by consistently demonstrating persuasive skills with colleagues and clients. This role includes successful and profitable management of outside vendors and a willingness to help build the department from the ground up. In partnership with the agency President, the Insights and Planning Supervisor holds accountability for the profitability of the insights and planning team. They must adeptly navigate internal and external politics. Strong financial understanding, and experience pricing, pitching and winning business is a must.

As a strategic team member this role will play an integral part of positioning Marriner as a leading marketing communications company in the food, beverage and hospitality space. Reports to agency President. Responsibilities include:

Agency Leadership

- Partner with President to develop departmental vision aligned to achieving agency vision
- Build strong and influential working relationships with Creative, Client Services and Media and Performance
- Champion Clarity in Communication and Clarity in Performance cross functionally, including onboarding and ongoing training related to: 1) food, beverage and hospitality industries and audience mindset, 2) brief development
- Support VP of Client Services to realize the midterm (2022-2023) vision of converting the Client Services team from a client service/project management mindset to a strategic consultant mindset

- In collaboration with Media and Performance, further integrate primary research into dashboarding
- Build and maintain high level relationships with research suppliers; establish relationships for exchange of ideas to drive growth
- Partner with creative to ensure ideas can break through and tap into cultural and industry trends
- Support EVP of Brand Integration in providing insights to inform pitch work strategy
- Keep up to date on the latest within insights and planning, ensuring the practice evolves ahead of key competitors and threats and democratize learnings for the organization

Client Leadership

- Interface with senior client executives to provide thought leadership on insights, strategies and performance as well as other emerging opportunities
- Partner with VP of Client Services in developing key strategic approach for cross sell of insights and planning services to influential client decision makers
- Champion the client brand purpose and work with client services team and ECD to create a semblance of accountability ensure that it lives across all key touch points and communications
- Collaborate with Client Services to identify additional opportunities for the growth of client brands, both in the world and within the agency
- Be an effective influencer and presenter with all clients and across all departments
- Adopt new techniques and technologies that are relevant for clients' strategies
- Effectively present and sell insights and planning solutions
- Facilitate cross functional team integration with teams; demonstrate value of insights and planning
- Execution of primary and secondary research through the resources of the agency and outside partners; add strategic value to process through actionable implications that build client intimacy and trust

Financial Management

- Focus on year over year contribution margin (CM) growth, increasing service adoption
- Drive efficiency through team and vendor management and implementation of tools and technologies to continuously improve departmental CM
- In collaboration with President and VP of Production, establish and sell in pricing models that create consistent departmental revenue and CM
- Manage total departmental labor to no more than 50% of CM

Process Improvement

- Enforce development and documentation of best practices for improving operational efficiencies
- Sets standards on insights and planning tools/techniques
- Ensure highest standard are met and that Marriner in market execution is best in class

Required Knowledge/Skills/Experience

- Proven ability to synthesize large quantities of information, identify critical observations and insights and summarize driving implications and opportunities

- Ability to effectively lead, influence and negotiate across different disciplines, internal and external, to achieve desired outcomes
- Experience successfully managing primary and secondary research studies and positioning/ideation exercises
- An innovator and visionary with a creative imagination and a way of working that inspires creativity
- Direct client experience and presentation skills to intimate and large groups of shareholders
- Enthusiasts of the food, beverage and hospitality industries
- Embody a competitive spirit for both Marriner, our clients, and doing innovative work
- Confident and authoritative while also genuine and authentic
- Ability to form genuine relationships internally and externally
- Diplomatic in providing strong POV and making difficult decisions
- Able to work with broad spectrum of people - senior to junior level, multiple mindsets
- Ability to inspire people to do great work
- Ability to sell a point of view or ideas through storytelling
- May require overnight travel up to 20-25%

Key Performance Indicators (KPIs)

- Insights & Planning billable fees at or above target of \$36,000 a month for FY22
- Insights & Planning labor to billable fees ratio at or below target of 50% for FY22
- Successfully sell priority agency offerings/initiatives to existing accounts
- In partnership with EVP of Brand Integration, give structure to the 210 Analytics partnership to create a front-end funnel of business for the Insights and Planning group with the ultimate goal of turning profitable projects into extended client/agency relationships
- Establish foundations for account team to enable them to function as strategic foot soldiers. This includes:
 - Brief training and optimization
 - Persona/archetype/user journey development at the topline level (not related to product category/brand) – look to create paid research projects at the client level to address brand/category
 - Establishment of content strategy template and approach (account to execute)
 - Partner on planning rollout and process improvements