



The Lab – A Place for Bright Sparks

Role: Junior Strategist

Location: West Kensington

The Opportunity

Publicis Health are proud to announce that, for the fourth year running, we will be re-opening 'The Lab: A Place for Bright Sparks' in 2017.

We believe that everyone is unique, with their own personality and strengths, much like our UK agencies. In 2017, The Lab will provide up to 5 people with the opportunity to work with us over 6 months, across a variety of projects and work streams. During this time, we'll help you to discover the power of health and wellness communications, develop your skills and show you how you can make a real difference to people's lives. At the end of that 6 months, you could be in with a chance to be considered for a full time, permanent role. There will be a lot to learn but this is a brilliant and exciting opportunity to fast-track your career.

The best bit? The Lab application process doesn't focus on formal academic qualifications. We're looking for people with raw talent, with the drive to prove themselves and make a difference. Why? Because we believe that everyone deserves a chance to get into the creative and communications industry. By joining us as part of The Lab, you can impact and change people's lives through the work you'll be doing.

What will you be doing?

In the Junior Strategist role you will be helping our clients to understand their audience, by applying research, analysis and auditing skills to our work. You will digest landscapes, audit competitors, listen to conversations, observe interactions, conduct interviews, and learn how to build insights. And you will learn how these insights help shape and drive our work.

Throughout the application process, we'll be evaluating your skills, interests and suitability for our agencies to make sure we place you in a role that's suited to you and that will allow you to contribute to our growing business.



Essential Skills:

- You should have a thirst for knowledge – we are looking for highly innovative people who are hungry to learn and who want to take as much as they can from this opportunity.
- You'll need good written and verbal communication skills and be able to show us you work well in a team.
- You will have analytical/research skills and will have an instinct for how to pull apart a problem and use data to build an argument.
- You will be an active social media user with experience creating social content.
- You should have strong attention to detail and impeccable interpersonal and listening skills.
- You should be able to commit to a 6 month contract within our business commencing at the end of October 2017 and be eager to pursue a full time, permanent role.
- You should have strong A-levels/AS levels and hold Maths and English GCSE above a grade C.
- You should be flexible and able to work at any one of our three sites.

Day-to-day responsibilities:

- Researching - both qualitative and quantitative - including desk research, social listening, search analysis, competitive auditing, primary interviews, surveys and research analysis to uncover insights.
- Defining difference through brand planning.
- Supporting the development of social and digital strategy.
- Working with the team to develop and manage workshops.
- Briefing creative teams and reviewing and critiquing creative work.
- Challenging business assumptions.
- Selling ideas.

What will we be looking for?

These are core traits or behaviours we look for in our candidates and potential new employees.

- **Planning** – this behaviour looks to explore how you would approach a large project and manage time scales and expectations from all those involved.
- **Customer Focus** – we're keen to see if you understand the value and importance of meeting your customers' needs on an internal and external level.
- **Collaboration**- we're interested to see how you interact with others to produce the best work we can as part of our network.
- **Drive for Results**- we're looking for someone who has a track record of producing work on time and delighting customers with the finished product.
- **Innovation**- we'll be looking to see if you can imagine and generate unique and exciting ideas by thinking collaboratively and drawing inspiration from a number of resources.



Who are we?

Publicis Health is the largest healthcare communications network in the world. We are a division of Publicis Groupe S.A., the third largest advertising and media company, giving us unparalleled global reach.

Our global network spans advertising, medical education and public relations, sales/marketing, digital, market access and medical/scientific affairs. Our 6,000 people manage 12 agency brands through 70 offices located in 10 countries.

Mission: Changing lives, together.

Our Ambition: By 2020, to be the power behind the world's most influential health brands.

Publicis Health is an equal opportunities employer – if you require any reasonable adjustments to complete your application or attend an interview, please contact a member of the People Team on 020 7173 4162.

Please note location is subject to change if we think your strengths are more suited to a role in a different location. This will be discussed with you, should you be offered a place on The Lab.



A place for
bright sparks

A Publicis Health initiative