



Senior Rx Health Strategist – Sydney

Technology is literally changing the world around us and yes, some people tend to focus on why that change is bad – it makes us uncomfortable, it breaks our status quo, it feeds our uncertainty – but at Orchard we choose to see it differently. Technology can make lives better. It can make businesses better, brands better and experiences better. It can be the change we want to see in the world.

Which is why we, at Orchard, rally around a single purpose: to *invent better outcomes* through creativity and technology. Those better outcomes can only exist in the context of people irrespective of if we label them users, customers, patients, clients or even staff.

- Join a dynamic and growing creative technology agency
- highly talented cross-disciplinary strategy team with great career development and learning.
- Great cultural climate, where people come first, and we create for work-life balance
- Based in Pymont, Sydney and New York
- Working with blue chip brands to disrupt industries

The Opportunity

This position calls for you to connect the dots between insight and a creative hunch. To be curious when you don't know the answer. You're not afraid of the unknown and you believe that getting to the crux of the problem, will get you to a better solution. We are focused on inventing ideas that connect people with brands and each other and break new ground in the healthcare landscape.

For our Clients, your ability to listen and ask smart questions about consumer behaviour, business objectives and brand metrics brings gravitas. You can pull a strategic recommendation together, to tell a story and sell a vision. It means you're great at collaborating with the people around you to help craft your thinking.

You will have a scientific background and know therapeutic areas. You are comfortable with identifying gaps that lead to unique solutions, whether they are education, entertainment or creative technology services. We don't shy away from rethinking the full user experience either and we love it when you use data to validate your vision.

You will be part of a multi-disciplinary strategy team that values collaboration and a hunger for positive change. We would love you to take an active role in the improvement of our ways of working, whether that's suggesting new brainstorm techniques or testing a new tool. On a day to day basis, you will work very closely with the director of our health division and other members of the wider health team.

www.orchard.com.au

<http://www.linkedin.com/company/orchard-marketing>



For our health team, you are the go-to person for finding data, generating and using research, laying down the facts about human motivation and behaviour amongst GPs and Specialists across a range of different therapeutic areas. You have no problem developing (global and local) Medical (Rx) brand strategies and communications plans. You want to make a real difference in health and wellness and your passion is infectious.

Key Function

Research & Insights (20%)

Translate Client objectives into a quant or qual research task, identify and source target audience, design research format and outcomes.

Use industry reports and tools (e.g. Roy Morgan, Radian6, Google Analytics) to glean data points relative to marketing goals and glean insights.

Generate actionable insights into consumer motivation and technographics to guide creative and user experience solutions.

Insight into Brand Health relative to equity and positioning, competitor positioning, market trends and forecasting.

Turn insight into multi-variant testing in collaboration with the senior data analyst

Strategy planning (60%)

Interpret a Clients business &/or marketing plan, collect, organise, prepare, analyse and identify variables for ROI, Optimisation, and Innovation.

Run client workshops to be able to develop an agency brief, or a communications strategy for the client brand. Be able to run key messaging for Rx brand plans.

Ability to create brand, comms and digital strategies predominantly for healthcare brands but with the ability to step in on consumer brands when required.

Empower creative thinking through best in class creative brief writing and creative team briefing sessions.

Develop activation and channel plans as well as oversee the implementation of strategies across any medium, device or platform.

Lead social strategy ideation and implementation across communities, content and conversation, and guide community manager(s) implementation on allocated accounts.



Leadership (20%)

As a senior, create an appetite for and understanding of strategic processes & thinking, research, brand planning and innovation within the agency as well as with our clients.

With the GAD or Director lead new business pitches and agency brand activities.

Write thought leadership pieces for press and client circuits

Essential skills and experience

- BS/BA degree with 5yrs+ strategy experience working *agency side* in advertising, communications and/or *marketing* in the healthcare / pharma sector.
- Experience writing and executing brand and communications strategies with a focus on effectiveness
- Experience facilitating and running brand / communications workshops with clients
- Experience working with digital strategies, or within a digital agency environment, highly desirable but not a pre-requisite.
- Experience with managing and curating customer research, ability to turn it into insight for internal and external stakeholders.
- Ability to work independently and as a member of a team.
- Aptitude to develop and maintain strong working relationships internally and externally.
- Aptitude to develop strong communication and presentation skills.
- Ability to work effectively under deadlines and juggle several assignments simultaneously.

Desirable attributes

- Curiosity and progressive mindset
- Passion for research & analytic skills across marketing disciplines
- Energy and drive for effective strategy planning
- Creative flair and you share our passion to elevate advertising in health
- Proactive and resourceful personality
- Rx digital expertise in marketing automation
- Experience in Rx category to inform better approaches to content in the context of our audiences



What Orchard offers

- Joining the leading independent healthcare agency in Australia with digital at its core
- Being part of a highly talented cross-disciplinary strategy team with great career development and learning.
- Great cultural climate, where people come first, and we create for work-life balance.
- An attractive salary plus formal structures to develop you personally and professionally.
- Show a strong commitment to the Company's core values (Integrity, Collaboration and Curiosity).
- Embrace and respect the Company's community & environmental responsibilities.
- Applicants MUST have the right to work within Australia.

A little about Orchard

We are a full service digital creative agency who fuse art and technology to invent better outcomes for business and brands. We work with a number of leading client brands such as Electrolux, Asaleo, BT, Hyundai, Zoetis and Bayer to name a few.

Invent Better are two little words that define our big approach. It's a belief that creative technology solutions are the key to winning in today's digital age, and it's a formula that challenges us to engage with our clients in a way that encourages us all to push that little bit further every time.

It's this passion and approach that has made us one of Australia's largest digital marketing agencies.

Sydney | New York

Invent Better – make a difference