



## Strategy Director: New York

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.

### The Opportunity

We're currently on the lookout for a talented Strategy Director with **extensive brand, comms and digital experience to work with our New York team** in delivering evidence-based strategies to solve gnarly business problems.

**The key clients are predominantly in the human and animal health space, so experience in healthcare is preferred but not mandatory.**

We offer a good, fun working environment and all the necessary support and structured training you need to grow your digital career.

### Key Function

The traditional and the obvious doesn't cut it for our strategy team. We are an uncommon bunch made up of UX-ers, CX-ers, data planners, CRM planners and social planners. We relentlessly seek to uncover insights from culture, people, behaviour, the economy and product truths - combining this with our experience in digital communications to inform our strategies.

We seek to answer true business problems through an evidence-based approach and happily work with data, UX and CX to ensure our solutions are fit for purpose.

Data and evidence drive us. Delivering creativity is our end goal. Our simple philosophy (creating solutions that have an AFFECT to deliver outcomes that have an EFFECT) keeps us grounded to make sure all strategic direction is clear and actionable.

The role aims to be both consultative, offering higher end, 'up-stream' strategic thinking to clients, as well as more 'downstream', campaign and digital communications planning - working closely with social and content teams.

The role will be reporting into the Group Head of Strategy, who is based in Sydney, Australia.

The ideal candidate is confident in converting analysis into real-world actionable solutions. They will overcome complexity to bring clarity of thought and they will look to innovate when necessary.

[www.orchard.com.au](http://www.orchard.com.au)

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



## What you can bring

- 10+ years' experience working in a strategic/planning function
- Experience working in Healthcare (human and animal/ RX and OTC)
- The ability to work with data to develop insights and recommendations for clients
- A collaborative attitude and approach to solving problems
- A mastery of your strategic capability, and a basic understanding across other forms of strategy, including, but not limited to: **Brand strategy, communications strategy, and digital strategy**
- A trusted advisor that can quickly understand the client's business needs and develop a solution
- Loves to actively share POV on market and industry, both educating our clients and building trust
- You are a highly skilled communicator, that knows how to convert complex analysis into simple and actionable strategies
- Ability to facilitate and lead client workshops to uncover business problems in a dynamic and collaborative way
- Confident to lead, develop and present pitch-winning strategies that lead to new business
- Show a strong commitment to the Company's core values of Collaboration, Integrity & Curiosity
- Embrace and respect the Company's community and environmental responsibilities
- Proven ability of working within a team
- Applicants MUST have the right to work within United States of America (USA)

Above all, the successful candidate to join Orchard will be someone who has a strong work ethic driven by creative passion, positive energy and thrives on challenges, alongside a desire to grow with the company!

If you feel like this is the right job for you, would like to take your career to the next level, work in a great cultural environment that allows you to grow and enjoy work, please email your CV and contact details to [jobs@orchard.com.au](mailto:jobs@orchard.com.au) and we will arrange to meet you!

## A little about Orchard

We offer an awesome, fun working environment full of culture and energy. We leave our egos at the door and past that door is a super cool office space filled with inspiring people and free snacks.

We pride ourselves on our work and also our work / life balance. We're 100% committed to you, your career at Orchard and your continued professional and personal development. We offer a rich array of internal and external structured training and education courses as well as ongoing individual wellbeing support through our Employee Assistance Program.

As an agency we fuse enthusiasm, creativity and technology to Invent Better outcomes for leading International and Australian brands such as BI, Zoetis, Schwarzkopf, MSD, GSK, Electrolux, BT, Ikea and Hyundai to name a few.

Invent Better are two little words that define our big approach. It's a belief that creativity and technology 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 always pushes us that little bit further every time.

**Sydney** | New York

Invent Better - make a difference

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