

Document: **Job Description**

Job Title: **Strategy Director (Business Generator)**

For whom: **Potential Recruits & Recruitment Agencies**

Timeframe for hiring: **November 2021 – January 2022**



First - the role

Horizon Strategy, a London/Oxford-based strategic consultancy specialising in tech & telco, is looking for Strategy Director (Business Generator) to augment the core team of our business.

The success of our projects rests on translating truly exceptional human insights into actionable commercial recommendations. The new Strategy Director will champion Horizon Strategy in the market, growing our reach and stature and will create real client impact in customer experience (CX), marketing strategy, product/service strategy or Go-To-Market.

The role would involve building the business, structuring qualitative and quantitative research, in-depth interviews and overseeing the analysis data from research surveys and secondary research sources. The role would be reporting to and working closely with a the top management. The successful candidate will be required to display exceptional leadership skills and an ability to communicate a clear and compelling narrative that has client's commercial objectives at its heart.

Horizon Strategy intends to support the candidate through robust, on-the-job coaching, mentoring, specialist courses and conference attendance. There is a potential for the candidate to make significant impact on the business from day one, working directly with C-suite. There are opportunities for oversized rewards, should the candidate be successful, including equity options.

Second - Horizon Strategy In brief

We are a young business that's growing very fast. We work globally with a focus on four core sub-industries:

- Technology hardware (consumer, commercial and industrial hardware)
- Software, services and platforms (specialised software, IT services, marketing technology and platforms)
- Mobile and telecoms (smartphones, wearables and networks)
- Emerging technologies (3D/4D printing, AI, quantum computing, autonomous robotics).

We are already a preferred consulting partner of a Fortune 50 company and are advising SVPs and C-suite clients. If you join us, you'll get very early exposure to high-level, strategic conversations.

With us, you will have access to senior client personnel as well as the highest quality thinkers and doers who will be there to assist you in your continued development as a strategist. Our clients hire us because we give them very credible and actionable advice they can't get from other sources (including the Big Four consultancies). You will be able to learn from and contribute to our unique blend of intellectual firepower, commercial nous and an insatiable appetite to make a difference for our clients.

Third - the Horizon mission

Our mission is to reinvent and democratise strategic advice. Our focus is customer experience and its commercial implications for our clients.

At the heart of our brand is COMMERCIAL EMPATHY. That means empathising our clients' commercial objectives and delivering real change against THEIR objectives and not ours.

We combine the power of rigorous customer research, design thinking and strategic approach. This enables us to achieve a balance of a deeper customer understanding with changing commercial realities.



Horizon's Core Service Focus:

We focus on four strategic objectives for our clients as this allows us to provide our clients (including Fortune 50 businesses) with the most effective and actionable advice:

- HUMANISE - Strategic Human Insights
- CONNECT - Experience Strategy and Design
- COMMERCIALISE - Product and Go-To-Market Strategy
- COMMUNICATE - Marketing Activation Strategy

Horizon's Core Beliefs:

- INTRINSIC INTEGRITY - we only employ those who have it and value it above all else
- HONEST CHALLENGE - we believe in giving our clients the best solutions, even if it means telling them that they need to change course
- GENUINE CURIOSITY - explore the world with a fresh pair of eyes and never stop asking why things are the way they are
- PURPOSEFUL EXCELLENCE - We are pathologically unable to settle for the lowest common denominator and always strive for the highest quality possible
- DISCIPLINED CREATIVITY - We believe that following a process and being disciplined empowers you to be both creative and efficient

So why Horizon Strategy and not others?Real world strategic impact

Many agencies claim they have an impact, we actually do and we can prove it from customer data.

Collegial, straight to the point atmosphere focused on excellence and powerful outcomes

We don't do politics. We don't do egos. Others might expect you to fit into the office politics. We're not that company.

With us you get transparency, accountability, and an unrelenting focus on the quality of the thinking and work you deliver. We offer unusual level of insights with doctoral-level projects happening at a lightning speed and without unnecessary bureaucracy. One of our founders is a published author with a PhD in design and strategy (from Newcastle & Oxford). You will have direct access to him as well as others.

Ability to shape our business and its culture

Coming in at this stage of our development you will be able to influence how we develop and grow as a business. If you are the type of person that can grab an opportunity, you may be able to carve out a disproportionate role for yourself in this process. What this could mean is, for example, a more attractive pay package (including equity/profit share) and a bigger team to manage more quickly than could be the case elsewhere.



Responsibilities & deliverables:**70% Project Management and Delivery; 30% Business Development & Marketing Support**

Strategy:

- Delivering cutting-edge analysis with a view to impacting C-level conversations
- Influencing senior stakeholders and helping to reframe their thinking
- Challenging assumptions and offering solutions that make a real business impact

Design:

- Employing cutting-edge design thinking methods (which we can teach you if they are not already in your toolkit) to understand human nature and propose solutions that are attractive, feasible and viable
- Designing compelling presentation documents
- Proposing frameworks that are both strategically sound and visually powerful

Insights:

- Overseeing the design of bespoke research approaches for a variety of project engagement types
- Overseeing qualitative research development (discussion guides, templates)
- Project & programme management and delivery
- Client management
- Overseeing the management of recruiters & local-language moderators
- Conducting desk research, and synthesis of third-party sources of insight
- Synthesis and analysis

Project delivery:

- Overseeing, contributing, and helping to design and craft written PPT/Word-based reports
- Delivering presentations
- Designing & running client workshops

Business development:

- Identifying potential new clients and creating outreach programmes
- Designing and executing bespoke client approaches
- Proposing new project and programme ideas to existing clients
- Developing proposals independently and with the Management
- Leading client proposal discussions
- Developing new briefs with clients as a result of successful project deliveries

Marketing support:

- Presenting at industry conferences
- Generating new business IP
- Publishing articles and contributing to podcasts



Personal prerequisites sought:**Essential capabilities**

- Top class degree
- A* thinker-doer
- 10+ years of experience in strategic insights / research agencies, design agencies or consulting
- Tech-client experience
- B2B and B2C experience
- Experience in successfully developing and growing client accounts
- Experience in managing multiple projects and their respective research components simultaneously
- Deep experience of qualitative methods (including depth-interviews, co-development / co-creation, ethnography, online)
- Creative approach to research – able to adapt methodologies to different audience types and types of engagement
- Ability to synthesise multiple research sources and deliver clear analysis
- Experience with data analysis and storytelling through data
- Thought leadership / strong interest in a relevant area relating to research impact (e.g. psychology, behavioural analysis, research approaches)
- Absolute fluency in spoken and written English is a must
- Intelligent, elegant writer
- Advanced PowerPoint, Excel and Word skills

Attitude factors sought

- Entrepreneurial, can-do attitude
- Readiness to invest emotional commitment into the business
- Exceptional organisational skills and ability to organise others
- Uncommon attention to detail
- Ability to work under pressure, manage several tasks simultaneously and respond quickly to changing circumstances and priorities
- Ability to lead upwards, downwards and sideways (practising 360 degrees leadership – see Extreme Ownership by Jacko Willink)
- Proactive attitude and a maturity to know how to balance what often seem like conflicting priorities
- Cooperative/good communicating skills/ability to interact at all levels
- Pride in producing the best outputs possible
- Fluency in any one of the following languages is a benefit: German, Spanish, Russian, Mandarin, French

Working Relationships:**External:**

- Clients, fieldwork suppliers, vendors

Internal:

- Work with all levels of the company
- Build up good working relationships with all members of the core and extended team



Timings and package:

Full-time (5 days/week) working from home and London/Oxford office. We operate a flexible hybrid model.

The financial package is competitive and dependent on the level of experience. It consists of:

- Competitive base salary (£100,000+ depending on experience)
- Equity options/profit share scheme (depending on seniority and negotiated upon entry)
- Bonus scheme
- Company pension scheme
- Bupa private medical insurance
- Flexible working from home policy
- 23+ holidays p.a. (in addition to bank holidays)
- Health benefits
- Additional perks (conference attendance budget)

