



## Senior Strategic Planner

### About Us

Born and bred in Singapore and fully independent, GOVT Singapore has been around since 2012. Today, we are about 50-people strong, with clients from a variety of industries and markets such as OCBC Bank, Tiger Beer, NTUC, Julie's, SATS, The Learning Lab, Sentosa and more.

We're driven by a simple, singular objective: To help our clients achieve "firsts" that will drive their business ahead. This has led us to be one of Singapore's most recognised agencies, as regular winners over the years in Campaign Asia Pacific's Agency of The Year Awards, being recognised in the World's Leading Independent Agencies list by Campaign UK and NetworkOne and winning the Grand Prix in the Entertainment Category in Spikes Asia in 2019.

But above all – like any good government – we're all about doing right by our people, helping our clients prosper and serving the land we're on. And it all starts with effective and creative work that we're proud to put out there.

GOVT is a wholly owned subsidiary under Singapore based independent communications company, ALT Worldwide.

### The Role:

We are looking for a Senior Strategic Planner to help grow the quality of insights, briefs and consulting capabilities of the agency.

Reporting to the Head of Planning you will find yourself working in a collaborative environment with highly experienced and tight knit colleagues. Your bread and butter will involve balancing the needs of the business, the customer and creative opportunity, translating that into briefs, building trust amongst colleagues and clients alike, and having the confidence to lead conversations wherever they happen.

You will be also given a seat at the table during discussions on driving the strategic growth of the clients business as well as the agency's. The trust that we've built thus far with the core team and our clients provide a solid foundation that can be taken to the next level. If that's the kind of thing you're looking for, we'd love to chat.

### Our ideal candidate:

- Has experience working on a leisure, finance or FMCG brands.
- Is comfortable being independent, but isn't afraid of seeking out help when needed.
- Has a strong sense of empathy for both clients, colleagues and people in general, and a curiosity to understand further.
- Has the appetite and flexibility to work on multiple projects, and a wide range of tasks.
- Have around 4-8 years experience working in the communications industry, preferably with part of that experience involving consumer research, business analysis, or digital/social media marketing.
- Self-starters with a history of commercial or non-commercial side-gigs would be looked upon favourably.

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