



Job Description

Role: Content Strategist
Reporting to: Senior Strategist

Overview:

VICE is the world's preeminent youth media company and content creation studio. Launched in 1994, VICE now operates in over 30 countries and distributes its programming to hundreds of millions of viewers across digital, linear, mobile, film and socials. VICE includes an international network of digital channels, a television and feature film production studio, a magazine, a record label, an in-house creative services agency, a book-publishing division and a new 24-hour TV channel, VICELAND, launched in the UK and Ireland in September 2016.

VICE also maintains a brand strategy and creative services arm of its business called Virtue. Virtue helps brands develop marketing platforms with an emphasis on digital media, content creation and consumer engagement. Virtue's stable of clients includes a range of consumer brands, ranging from lifestyle to technology to FMCG.

We encourage working collaboratively across departments and disciplines (Sales, Editorial, Production and Activation) and want people to make the most of the VICE talent pool.

Role:

- Develop best-in-class strategic recommendations to briefs that range from devising content strategies to full communication programmes to rebranding, from both retained and pitch clients.
- Interrogate and reinterpret briefs. Truly get to the core of the task at hand and gather an understanding of the wider commercial, brand and consumer context.
- Lead research on briefs to derive inspiring insight.
- Have a deep understanding of consumer behaviour and identify emerging consumer trends.
- Work dynamically in team – collaborate with the creative team to ensure the strategic vision is effectively brought to life while brand goals are kept firmly in sight.
- Actively work with and contribute to the success of the Virtue team.
- Integrate Virtue with other key departments to improve all areas of the briefing and response process.

Requirements:

- 2-3 years of experience in media and/or a creative environment, with focus on developing brand, campaign and content strategy.

- Familiar with VICE, our family of sites and our tone of voice.
- Deep knowledge of technological, [socio] cultural and media trends.
- Experience of working on international brands, across categories.
- Strategic thinker. Deep understanding of brand marketing and how to build brilliant strategies across multiple verticals.
- Excellent storytelling, verbal and written communications skills. This includes the ability to bring an idea to life and confidently pitch that idea to clients, run meetings and write strategy papers with the relevant input from the General Manager and Creative Director.
- Articulate with critique of both strategic approach and aesthetic execution.
- Proactive and independent work ethos.
- Passionate and curious approach to innovative and non-traditional brand communications.

Further Skills:

- Experience presenting to a high level.
- Experience of Apple Keynote required.
- Workshop facilitation experience.
- Experience of using brand metrics / tracking tools.
- Evidence of thought leadership in and around brands (a blog, white paper, article etc.).

Other:

- To undertake such other tasks including general administrative duties as may be required from time to time.
- To be an ambassador for the business at all times.

To apply please email a brief cover note and CV, with the reference **“Content Strategist”** in the subject line to: ukrecruitment@vice.com. **Please include your notice period and salary expectations in your application.**

We look forward to hearing from you!

If you do not hear back from us within one month of applying then unfortunately your application has been unsuccessful. Thank you once again for applying and we wish you success in your future career.