

This Is The Job: Strategist

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is a Strategist?

We're the people responsible for the implementation of marketing strategies. We ask questions and use data and research to identify new marketing opportunities, and develop innovative concepts to promote brand awareness.

This is what they do most days

I read...

I take the time to find out what's happening in our culture and it allows me to develop strategic recommendations that resonate with consumers.

I write...

Whether it's a brand manifesto, creative brief, or even a client email, I use every piece of writing to showcase our agency's strong communication skills.

I collaborate...

Advertising is a team sport and the best ideas come when diverse minds work together, so I take the time to book brainstorming sessions, which allow us to refine existing ideas or come up with new ones.

In their own words:

“ When I was younger I had no idea what the advertising industry was. I started off in public relations, then took a job in video production, then influencer relations, and now I'm in strategy. With each step, the path became much more clear. Even winding roads have straightaways.” - Rylee S.

“ I've always been interested in how people behave. Now I spend my time asking questions and figuring out consumer habits, and then translating all that into an insight for our creative teams. I'd sum up this job as cerebral 🧠, inquisitive 🧐, and all about making connections 🌐” - Fang Y.

Explore some of the skills you'll need.

- ✓ Be both a creative and analytical thinker
- ✓ Excellent communication skills
- ✓ Strong presenter
- ✓ Research and develop marketing plans
- ✓ Be able to identify market trends
- ✓ Background in marketing or business
- ✓ Understanding demographics and able to target projects to appropriate audiences
- ✓ Manage large scale projects with different components
- ✓ Work collaboratively across different departments
- ✓ Knowledge of how different social media platforms are used

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit thisisthejob.org