



FIREFISH



Job Specification

We're looking for a: **CULTURAL STRATEGY
DIRECTOR OR ASSOCIATE DIRECTOR
(SEMIOTICS FOCUS)**

01 What we do

We are a strategic insight consultancy, working as Human Strategy Partners to some of the world's biggest brands such as Unilever, Stella Artois and Spotify. This means we help our clients make sense of real people in the real world and put it at the heart of their decision-making, helping them innovate, communicate, and grow.

02 Our culture

People are at the heart of what we do. Our Company was founded with the aim of being a great place to work for all and we have a fantastic team of talented individuals supporting us. Whatever your role at Firefish, we encourage you to keep exploring new ideas and to think about different ways of solving problems, to get fresh results.

03 Wellbeing

We are a community who look after and out for each other; looking after our mental health is as much a priority as looking after our physical health. As well as providing health care benefits to everyone in the company and access to an employee assistance programme and trained mental health first aiders, we are also signatories of the Mindful Business Charter, a framework for reducing unnecessary stress. We promise a philosophy that promotes balance and wellbeing over long hours and burnout, and we seek to support everyone to work in a style that suits them best. Our MD Daniel Rose, has been a researcher at all levels of the business and knows what it's like when work becomes overwhelming. We won't pressure you to take on too much, and we encourage and work with everyone to ensure that workloads stay manageable.

04 Belonging

It is important to us that our research and our workforce embraces the views and voices of people from diverse backgrounds and communities. We want everyone across our Group to feel they can come to work feeling valued and can thrive in their roles. Our Diversity and Inclusion Action Plan accelerates our ambition to becoming an inclusive employer.

As an Equal Opportunities Employer, we welcome applications from individuals regardless of age, gender, ethnicity, disability, sexual orientation, gender identity, socio-economic background, religion and/or belief. Our offices are accessible, and we can make required adjustments to suit individual needs. We want to know how we can make this the best experience that it can possibly be from the moment we meet you!

05 Our social impact

We believe in making changes in our world for the better. For many years now we have been developing our long-term commitment to reducing our environmental impact. We have formed a dedicated employee Green Team who focus on embedding green practices within our business and have been certificate holders of Environmental Management ISO 140001:2015 since 2009. We're committed to the MRS net zero pledge and have transitioned from our default pension investments into green investment funds. We want to continually develop our social impact and we do this by allowing our employees dedicated time off to contribute and give back to a social cause that is important to them, and by developing our relationships with local charity and community partners.

06 Growth & Development

Nothing makes us happier than helping people grow and develop. We actively encourage – and support everyone to take on development opportunities, grow within your role and gain promotion when you are ready. We guide a process of continual feedback from managers and encourage everyone to build their confidence in their roles so that they can feel supported in their own career growth. Our range of specialisms within Firefish Group means that there are lots of opportunities to explore & develop new skills and potential to nurture a long-term career here too.

07 How we connect & have fun

We have always believed that Firefish (and work in general) should be a place where you can meet new people, find friendships and inspiration, support and learning. In a world of hybrid working, we look for ways in which we can come together across our Group, collaborate and have some fun – in person as well as virtual! We have various ways in which we connect our people across the company, from virtual meet ups and curious coffees, to intimate 'Fish Suppers' or wider social gatherings. You will find yourself coming together with a load of welcoming, warm and truly fascinating people



Who are we looking for?

- A Cultural Strategy Associate Director or Director with a methodological emphasis on semiotics for our London office to continue to build on our past 20+ years success, working with clients such as Amazon, Pinterest, Unilever, Spotify, VFC and Diageo, and to act as a key pillar of our growing Cultural Strategy team.
- The ideal person will have a proven track record in cultural analysis. They may think of themselves as a “capital S” Semiotician or be a gifted cultural analyst with a sharp and strategic ability to identify cultural codes, trends and narratives in the world around them. Either way, they will be able to translate broad cultural data into strategic storytelling and implications with clarity and flair.
- They would ideally also be comfortable incorporating other data sources (consumer qual, quant, client data etc) – although they do not need to be practitioners of these.
- They will be comfortable driving work forward across multiple projects, trusted by clients and able to navigate strategic conversations as well as tactical decision-making. The job will be a mix of delivering existing client work and supporting you to grow and develop your own client relationships.
- They will also have strong writing skills and be excited to contribute to thought leadership in the form of white papers, trend reports and social media posts. They will be a dab hand at crafting polished, engaging copy that combines analytical rigour with passionate storytelling.
- We say Associate Director or Director, because we’re open to both. The roles are treated differently by different agencies – what some agencies might call an Associate Director, we might call a Director, so we don’t want to be too prescriptive. Essentially, it’s someone who’s probably got solid and demonstrable experience, someone who’s confident leading projects and being the main client point of contact. You might sometimes be working with a senior client account owner within Firefish, or sometimes independently.

Cultural Strategy at Firefish

Culture describes the values, beliefs and behaviours that we share with our social groups. These are the things that inspire us, mould us and determine our decisions. And the things that, in today's fast moving and fragmented media landscape, are subject to rapid, and sometimes bewildering, change.

And while it's undeniable that culture can be complex, we believe that cultural strategy doesn't need to be. It's all about finding your people and understanding what shapes them.

At Firefish we use Cultural Strategy to identify the cultures people live in, gaining a better understanding of them and their influence – whether they are as small as someone's most beloved reddit community, or as big as their national identity.

We then apply this understanding to brands, helping them to create meaning, build engagement, and navigate change. We help brands identify their home in culture and connect them with their audience's cultural worlds. Because culturally meaningful brands are powerful brands, and brands that last.



A deep dive into your skills & experience....

Cultural Strategy with a focus on semiotics

- You will be an experienced cultural strategist with a working knowledge of how to leverage semiotics to decode culture and solve client problems – or alternatively a sharp and strategic approach to cultural trends analysis

Storytelling, presenting and writing

- You will be a confident presenter and storyteller able to turn complex and expansive data sets into clear, human-centred and strategic stories
- You will be a polished, authoritative writer, able to produce long- and short-form content with precision and flair

Client relationships and new business development

- You will be confident with client communication, including how to negotiate any hurdles and manage expectations
- Able to develop and nurture accounts, with a strong understanding of the client's business and category trends
- Actively look for ways to expand existing client relationships, taking the initiative to seek new opportunities

Proposals and costings

- You'll be able to create and write effective and winning proposals, with minimal input or direction from more senior team members
- You'll understand financials and be able to confidently cost proposals

Project management

- You will be able to proactively plan for key project milestones – managing expectations of senior and executive team members, providing clear delegation and guidance including an awareness of project budgets

Analysis & debriefing

- You will have the ability to be a driving force in thinking, creating frameworks for discussion, drawing out the best from executive to senior team members
- You will be able to write a debrief to a finished or 'almost finished' level, with executive and senior input as and where relevant, including the creation of strategic outputs that pave crystal clear pathways to action for our clients
- Can regularly lead on presenting debriefs to senior clients

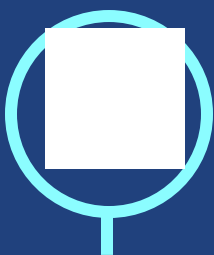
People and line management

- You will be able to line manage executive-level team members guiding them to meet their objectives
Can be a trusted advisor for the executive team, offering mentorship, guidance and support both on and off projects

This role is for you if you have

- Proven ability in all aspects of leveraging semiotics or cultural analysis to deliver cultural strategy projects (i.e., delivering winning proposals, strong and strategic analysis skills, clear and engaging client presentations)
- Ideally some experience blending disciplines to tell more comprehensive stories (quant, qual, data etc) – although not essential
- Some experience developing existing client relationships and bringing in new client relationship. This is desirable, but not essential, for less experienced AD candidates

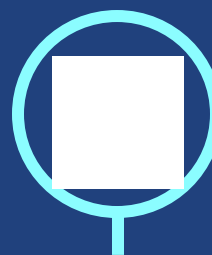
Your skills in a nutshell



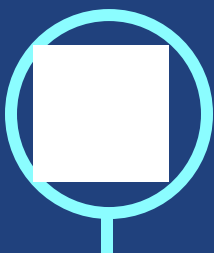
**Cultural
analysis
excellence**



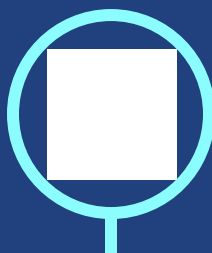
**Strong
storytelling and
writing skills**



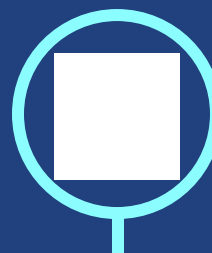
**Client communication
skills**



**Project
Management
Skills**



**Collaborative,
supportive
team player**



**Passionate,
enquiring and open-
minded**