

Here.

STRATEGY INTERN

About the Strategy Team:

The Strategy Team is a small and agile team dedicated to making good choices desirable. We craft Brand Strategies with Cultural Purpose at their heart; rooted in broader culture, our work defines why a brand exists and how it operates in the world, all communicated through a clear single-minded direction.

We approach every project with an open mind, intent on opening up new spaces for creativity. We stand back to see the bigger picture, research the cultural and competitive context and help brands commit to big strategic ideas that cut through, build up and break free. We value originality, depth of thought and simplicity of expression.

Who you are:

Interested in how ideas live in culture, how brands can be a unique force for good, and how to tell stories that capture the imagination.

Experience:

You have an interest in culture, brands and design, but don't need to have studied any particular subject. We're interested in you bringing your distinctive point of view and way of thinking, whatever your background.

Why you are Here:

As a strategy intern, your role over the next 6-12 weeks is to bring your ideas and voice to the table to collaborate on a variety of challenges – define the new direction for globally iconic brands; create an innovation platform for a start up; think about what happens when an art gallery creates a pub; write a perspective on the role of heritage brands today; ask what does a future without waste look like?

From the start of your journey with us we want you to approach every project with an open mind, intent on opening new spaces for creativity. We want you to be inquisitive whilst bringing your unique thinking and perspective to the table. We love to see your personality and interests shine through in the everyday. It is our various approaches to life that make the studio a fun and inspiring place to work.

- You ask questions, approaching every project with an open mind intent on opening up new spaces for creativity.
- You research and explore the cultural and category context, ensuring brands are culturally relevant, differentiated and building sustainable practices.
- You contribute to the creation of cultural purpose for brands and to big strategic ideas that cut through, build up and break free.
- You collaborate with all disciplines to arrive at a single-minded creative direction, which sets the brand on a clear path for the future.
- You work with everyone in the studio to apply strategic ideas
- You demonstrate an understanding of the cultural context and, where relevant, a brand's heritage.
- You draw on brand examples that inspire a different way of thinking about the challenge is encouraged.

Technical Skills:

- Fresh perspectives and insight
- Depth of thinking distilled to simple and clear ideas
- Confident presenter
- Semiotic theory
- Cultural analysis

Place in the team:

Reports to Strategy Associate. You demonstrate independent thinking, making clear, informed and strategic decisions based on experience.

You will be part of Here's small and agile strategy team, working closely and collaboratively with the entire studio.

We ask that you'll be in the studio 3+ days a week, including Tuesdays and Thursdays when the whole studio is together.

To apply:

Please pick one of the following to answer in 600 words or less.

- Write a perspective on the role of heritage brands today.
- Write a perspective on what makes a good gift.
- Write a perspective on how luxury brands have changed.

Send your answer to recruitment@heredesign.co.uk with a CV attached by Friday 6 September 2024.