

*Careers June 21, 2024*

# Strategy Analyst

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*by*

ROLE: Strategy Analyst

REPORTING: Chief Strategy Officer

DEPARTMENT: Strategy

AGENCY: Ogilvy Africa, Tanzania

LOCATION: Dar es Salaam

## OGILVY AFRICA – COMPANY OVERVIEW

Ogilvy Africa is the largest network agency on the continent catering to more than 40 countries with a team of 900 people across Central, East and West Africa. Our regional office is based in Nairobi – Kenya, where we house a portfolio of over 100 brands for clients such as AB InBev, Airtel, Bajaj, Bill & Melinda Gates Foundation, Coca-Cola, Diageo, Equity Bank, European Union, KFC, Mastercard, NCBA, Nestle, Philips, PWC, Total Energies, UNICEF, Unilever and WWF amongst others.

Our distinctive positioning and proposition are key for times, when clients desire a partner to help them realize their growth ambitions or to get back to growth. No one knows Africa like we do, with a footprint to deliver in countries that matter to our clients.

This proposition is anchored on true shared value, what our world needs now, creating human (societal) value, employee value and commercial value. This proposition cuts across our key mega-businesses ABC (Advertising, Branding and Content), Experience (including CRM and e-commerce), PR & Influence and Media (focussed on performance marketing).

In addition, we've created proprietary marketing products in areas such as real-time marketing, social intelligence, performance marketing, e-commerce enablement and content hubs. Our unique operating model, One Ogilvy, allows clients and brands to cut the complexity of agency

structures and create seamless omni-channel experiences for their consumers, across touchpoints. Fuelled by the holy trinity of content, data, and technology; Ogilvy Africa strives to be the best-practice agency model, for Developing & Emerging markets.

In our 20+ years in Africa, we have won the highest number of regional and global awards for the region including Cannes Lions, Clio awards, Dubai Lynx Festival, SABRE Awards (Global and Africa), Loeries and WARC, to name a few.

Ogilvy is a leading global network of WPP. Launched by David Ogilvy over 75 years ago, it is referred-to as the Agency of Giants, by several industry experts. 2023 WARC rankings named Ogilvy, the #1 creative network in the world.

#### JOB PURPOSE – SUMMARY

A strategy analyst helps identify business needs, coming up with proposals for achieving strategic visions. A strategy analyst utilizes data to solve key business problems. They are responsible for providing relevant insights to help the company make the right decisions, address key challenges, and identify new ways to grow.

#### KEY RESPONSIBILITIES & ACCOUNTABILITIES

Provide, communicate, and implement strategy to address competition, changes in customer preference, and improvements in technology and marketing tools.

Formulate new pricing, product, and E-commerce initiatives.

Utilize customer information from CRM data and customer research to understand trends and opportunities.

Leverage on market/customer research, trends, and competitor analysis to drive revenue, increase yield, improve market share, and enhance customer loyalty.

Organize, negotiate, and implement sales and marketing programs.

Structure, negotiate, and implement vendor agreements, distribution relationships and partner agreements.

Undertake market analysis/modeling, portfolio metric reporting, and operational support related to the firm/team's strategy.

Provide analytical support to all aspects of the deal negotiation process.

Perform financial analysis and modeling.

Responsible for conducting financial planning and analysis of large datasets to assess the clinical, operational, and financial performance of existing fee-for-service and integrated care programs.

Provide further insight into the firm's overall strategy by identifying critical questions performing ad-hoc analyses

Provide operational insights to achieve key performance indicators.

Summarize insights from analysis and clearly communicate analytical findings in a cohesive story; and articulate an argument to be presented to executives.

Responsible for building appropriate external and internal client-facing materials.

Identify, communicate, and execute on new opportunities related to the firm's business functions.

Provide leadership to teams and cross-functional teams on the execution of an implementation, work plan, or other strategic initiative.

Audience Analytics: Audience research to understand user behaviors, preferences, and needs. Create detailed buyer personas and user journeys.

## PROFESSION, TECHNICAL SKILL AND PREVIOUS EXPERIENCE REQUIRED

Should have a degree in Business Administration, Computer Science, Information Technology, Information Management, Economics, or Statistics, or in a related field.

At least two years hands-on experience in analytics or management consulting. Must possess advanced knowledge of data management and SQL for data manipulation. They also require a proven history of implementing and executing business ideas, as well as programming experience (applicants should be able to use Python, R, etc.)

Must possess excellent verbal and written communication skills to clearly articulate the insights from findings to management and relevant stakeholders.

They must be intellectually curious individuals with strong creative and imaginative prowess to generate ideas to solve business problems.

They require strong critical thinking abilities to draw sound conclusions from information and various data sources a respect to their disposal. It is crucial that they can separate relevant information from less vital ones with to solving a particular business problem. They must also have

the capacity to analyze data objectively, applying logical thought and proffering solutions, taking a long-term perspective.

Strong financial and commercial awareness: It is important that they can work with large data sets to provide analytical support to all aspects of the business. The role of a strategy analyst encompasses the execution of financial planning. Consequently, the ability to proficiently perform financial tasks is a critical requirement for candidates seeking consideration for the position.

Decision-making involves some level of uncertainty, so it is important that applicants are comfortable with ambiguity.

Applicants should possess advanced Excel skills and be proficient in PowerPoint for presentation purposes.

They must be able to work with cross-functional teams and have the maturity to interact directly with senior executives across departments, as well as provide leadership to teams on the implementation of strategic initiatives.

Understanding of digital platforms and relevant social media platforms. Tailor content to each platform and engage with the audience.

Project Management: Skills in planning, organizing, and executing strategic initiatives. Ability to work on multiple projects simultaneously.

Understanding of project timelines and milestones

Flexibility to adapt to changing business environments. Openness to new ideas and willingness to explore innovative solutions. Ability to pivot strategies in response to evolving circumstances.

## BELIEFS AT OGILVY

People need regular OS upgrades: Even the best OS will be obsolete tomorrow unless its constantly upgrades. same is true for people.

We need more cows than milk men: We are a culture of practitioners, not manager. We contribute before we comment.

Creative about creativity: Creativity is, and will always be, our differentiator. Creativity now includes holy trinity of Data -Content - Tech

Diversity is a competitive advantage: New profiles, new skills, new styles of leadership make us a stronger company.

Collaborative advantage > Competitive advantage: Find partners who are on top of their game at the skillset we need. It's the only way to scale at the speed without pretending to have all the answers.

Team Individual: You get a lot more done when everyone stops worrying about who gets credit at the end. Teams Succeed, individuals fail.

Fail often, fail fast: We see intrapreneur in all our people and encourage a culture of pilots. Test, succeed and scale; or fail-fast learn, learn from the failure and start something new.

## HOW TO APPLY

Ogilvy Africa is an equal opportunity employer that believes in diversity as a competitive advantage. We are committed to a fair and inclusive hiring process. To minimise unconscious biases from our hiring process, we've taken on an initiative to **#RightTheCV (find out more by clicking here)**

We encourage candidates to apply using this free, downloadable template, available here <https://bit.ly/2OtLnYH>

Kindly forward your application to **Human.Resources@wpp-scangroup.com** indicating the job title as the subject. Please also share your motivation for the role along with your updated CV

Closing Date: June 26,2024