

# Manager, Strategy & Client Service

LONDON, ONTARIO • IN OFFICE

REPORTS TO: VP, STRATEGY & CLIENT SERVICE

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Most agencies hand a client a deck and call it strategy. **We don't.**

We wrestle a problem to the ground, fight for clarity, and unleash brands on the market. We're looking for someone to lead that charge - a strategist and client partner who turns business problems into clear plans, and clear plans into momentum.

## THE ROLE

You're the strategic lead and the primary client partner. The person who takes a client's business problem and turns it into a sharp, integrated plan, then drives that plan from first brief to measurable result.

You sit at the centre of strategy, creative, and digital, holding the whole thing together and keeping it moving. Part strategist, part translator, part force of momentum. When the dust settles, you're already looking at the next storm.

## WHAT YOU'LL DO

**Own the client relationship.** Be the person clients call first. Lead working sessions, presentations, and planning with clarity and confidence. Build trust that lasts longer than any single campaign.

**Turn problems into strategy.** Translate business goals into integrated marketing plans that connect digital, social, content, experiential, and brand into one cohesive whole. Dig into research, consumer insight, trends, and competitive activity to find the opportunity others miss, then shape the direction, audience frameworks, and messaging that bring it to life.

**Drive the work from brief to results.** Partner with creative, digital, and production to carry the strategy through from idea to execution. Set scope, timelines, and resourcing. Keep the standard high and the work moving.

**Prove it works.** Build measurement frameworks and KPIs that track real business impact, conversion, engagement, results - not vanity metrics. Read the performance data, find the insight, and feed it back into smarter, sharper work.

## WHO YOU ARE

- You think in strategy but speak in plain language. No jargon, no circling the point.
- You're the calm in a client's storm and the spark in the room.
- You can hold a big idea, a budget, and a deadline in your head at once and drop none of them.
- You read the data and trust your gut. Both matter.
- You don't wait to be asked. You see the opportunity and move.
- You challenge good-enough, including your own.

## WHAT YOU BRING

- Post-secondary education in marketing, communications, or a related field.
- 4–7 years in an agency or comparable fast-moving environment.
- A track record owning relationships and leading integrated strategy.
- Fluency across digital, social, content, experiential, and brand and how each one feeds the others.
- Comfort with KPIs, reporting, and optimization (and a healthy allergy to vanity metrics).
- A bonus, not a dealbreaker: experience in insurance, financial services, or consumer product categories; or with paid media, CRM, or performance marketing.

## WHY TMD

We're a fiercely independent agency. Problem solvers! Storytellers! Growth drivers! A cohort of change makers who cultivate creative brilliance and don't quit until we've wrestled a problem to the ground.

## WHAT WE HOLD OURSELVES TO

*Ask the tough questions. Have the courage to challenge good-enough. Do what's right, always. Lead with strategy. Be agile. Find solutions. Be great people. Be proud of what we do. Come together. Celebrate. Care for each other. Be the catalyst for what comes next.*

We plug in fast and scale even faster. We work as an extension of our clients' teams — standing with them, beside them, ready for whatever comes next.

## WHAT YOU'LL GET

- Competitive salary and benefits.
- Real room to grow, with the senior team invested in getting you there.
- A team that takes the work seriously and takes itself a little less so.
- A front-row seat in a brand transformation already in motion.

## Sound like you?

This isn't a seat-filler. It's a seat at the centre of how brands get unleashed. If that's the work you want, we want to hear from you.

Please forward responses to [careers@tmd.ca](mailto:careers@tmd.ca).

The Marketing Dept. is an equal opportunity employer committed to a diverse and inclusive workplace. We welcome applications from everyone and will gladly accommodate any needs through the hiring process, just let us know.

Thank you in advance for your application. Only those being considered will receive a response.