



ITW IMS | Integrated Marketing Services

Associate Brand Strategist

Full Time | Gurugram | 2 to 3 Years Experience

ABOUT ITW IMS

ITW IMS (Integrated Marketing Services) is the full-service marketing and communications division of ITW. We partner with brands to craft integrated campaigns, build compelling narratives, and deliver measurable business outcomes. Our work spans brand strategy, digital, content, experiential, and media across categories.

ABOUT THE ROLE

We are looking for an Associate Brand Strategist to join our strategy practice. You will sit at the intersection of client understanding and creative thinking, taking complex business and communication challenges and turning them into clear, compelling strategy decks that set the direction for campaigns and brand work.

This is a role for someone who loves asking the right questions, digging into consumer and category insights, and articulating a sharp point of view. You will work closely with client servicing, creative, and leadership to shape the thinking that drives ITW IMS output.

WHAT YOU WILL DO

- Receive and decode client briefs, asking the right questions to fully understand the business problem, communication objective, and audience
 - Translate client problem statements into sharp strategic frameworks and solution strategy decks that inspire creative thinking and guide execution
 - Conduct consumer, category, and competitive research to ground strategy in real insight
 - Develop brand positioning, communication territories, and campaign springboards for new briefs and pitches
 - Write clear and structured strategy presentations including situation analysis, insight articulation, strategic direction, and creative territories
 - Collaborate with creative teams to ensure strategic intent is translated accurately into concepts and executions
 - Support the Strategy Head in preparing and structuring client-facing presentations and recommendation decks
 - Support new business pitches by contributing to strategic thinking and deck development
 - Stay current on cultural trends, consumer behaviour shifts, and category developments relevant to client portfolios
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WHAT WE ARE LOOKING FOR

- 2 to 3 years of experience in a brand strategy, planning, or communications strategy role within an advertising or marketing agency
- Strong ability to synthesize information from multiple sources (brief, research, data, market context) into a single coherent strategic narrative
- Proven experience writing strategy decks that are visually structured, logically sound, and creatively inspiring
- Sharp writing skills with the ability to craft tight, punchy copy: headlines, insights, strategic springboards
- Comfort working across categories and adapting communication tone for different brand personalities
- An analytical mindset balanced with creative curiosity
- Ability to manage multiple briefs simultaneously without compromising quality or deadlines

NICE TO HAVE

- Mass media communication experience
- Familiarity with brand tracking tools and audience insight platforms
- Exposure to integrated campaign planning across digital, social, OOH, and content

REPORTING TO

Strategy Head
