

# Strategist - Commerce & Experiences

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Atlanta, Georgia, United States

## ABOUT US – MOMENTUM WORLDWIDE

Momentum is an agency of doers. We make the industry's most disruptive, entertaining, shareable, unforgettable experiences for our clients and their fans. We do it by bringing people closer to what they love, in original and unexpected ways. Whether it's a physical activation, a virtual experience, or a piece of unique branded content, it's all part of what we call the Total Brand Experience — ideas that solve business challenges, through best-in-class Consulting, Strategy, Analytics, Experience Design, and Production.

We want you to help brands do amazing, unprecedented, wild things, creating experiences that people never forget.

## WHAT CAN YOU EXPECT FROM MOMENTUM

### At Momentum, we expect our employees to embody our values!

Our Core Values of Be One, Do Great Work, Have Fun, Give Back and Grow empower an environment where we challenge ourselves professionally and encourage each other personally.

### At Momentum, we make our differences matter!

Who we are matters. We choose to hire diverse voices from all walks of life. We choose to make our culture one where everyone can be their authentic self and speak in their voice. We choose to give each other permission to get things wrong, so we can learn to make them right. We choose to celebrate the bravery of our peers and we choose to be collectively responsible.

### At Momentum, we make our actions matter!

Making it matter means always choosing the sustainable option. It means designing waste out from the start. It means working with the right materials. Sourcing locally, innovating off-the-shelf solutions and reusing and repurposing. It means powering smarter. Traveling less. And only working with vendors who do the same. Make it matter means becoming the first experiential agency in the world to receive 2 ISO certifications.

### At Momentum, we make our people matter!

We choose to make your workplace part of your wellbeing. We choose a hybrid work model. We choose no meeting Fridays. We choose to let ourselves take as much Time Well Taken (vacation) as we need. We choose education programs that help our people develop professionally and personally. We choose tuition reimbursement. We choose to match your 401K. We choose to make your financial wellbeing our priority. We choose to make our people's lives matter.

## WHAT ARE WE LOOKING FOR

As a Strategist for the Commerce & Experiences team:

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- You'll support and collaborate on strategy development to bring to life the most disruptive ways a brand can show up in the right place, at the right time, with the right message.
- You'll structure problems with innovative frameworks, synthesize insights across multiple data sources, and assert a strategic point-of-view to guide the marketing priorities of our clients' business while extending it into each project.
- You'll partner with strategists, creatives, business leads, research, other commerce experts and other disciplines within Momentum's network to ensure strategy is properly diffused through the work while delivering on our clients' objectives.
- You'll help uncover inspiration and innovation from the fast-evolving commerce and brand experience landscape to help evolve the agency's POV on consumer/shopper behavior and experiences.
- You'll partner with senior strategy and business leads to take on a consultative role with our clients, working with them to understand their business, identify opportunities, and build proactive thought leadership and solutions.
- You'll actively present key findings, insights, and overall strategic thought to internal teams and external stakeholders.
- You'll love connecting dots and problem-solving for consumer-facing brands in the retail environment.
- You consider yourself an overachiever, someone who takes pride in their work and delivering the highest quality output regardless of the task.

## **HERE'S WHAT YOU'LL DO (RESPONSIBILITIES)**

### **STRATEGY DEVELOPMENT**

- Support on strategy development for assigned account(s) with obsessive eye toward delivering on your client's business goals and objectives.
- Digest and synthesize cultural, brand, shopper, and business data points and trends into compelling, actionable insights that drive effective, human-first marketing initiatives. Inform and partner with research team on qualitative & quantitative studies as needed.
- Align with supervisor to leverage existing frameworks and methodologies to structure strategic issues and drive decision-making – opportunity to build new frameworks.
- Monitors and reports on relevant trend and competitive information by leveraging research tools to mine current and relevant observations in the market.
- Assists in delivering inspiring creative briefs rooted in true consumer insights and built on the deliverable objectives as required by the client.
- Works to align strategy with a client's business goals and objectives.
- Execute omni-channel strategies and tactics for agency across our process, products, people and clients.

### **COMMERCE EXPERTISE**

- Support the strategy practice in proactively building knowledge and understanding across the modern commerce landscape (e.g., the retail environment, digital landscape, and where they both come together etc.) and use this knowledge to consistently elevate our work, capability, and client credibility.

### **CREATIVE INSPIRATION & EXCELLENCE**



- Provide internal team with understanding of the cultural landscape, consumer behavior, competitive activity, and emerging technologies as well as larger global trends.
- Support the crafting of high quality, compelling, and inspirational creative briefings to jumpstart creative ideas and activation ideation.
- Partner with strategy, creative and business leads to review creative work & direct idea development to remain on-brief and delivering on client objectives, constraints, and market realities.
- Develop thoughtful strategic POVs for clients.

## **GROWTH**

- Act as a thoughtful, consultative partner to our clients, building strong relationships and working to identify challenges and structure solutions that Momentum (or broader network partners) can solve.
- Participate in the identification, prioritization and framing of client strategic opportunities, including new business proposals.
- Supporting Momentum's Values.
- All other duties as assigned.

## **HERE'S WHAT WE'RE LOOKING FOR (QUALIFICATIONS & REQUIREMENTS)**

- Must have 1+ years' relevant experience within agency, consulting, retail media, retail, or large CPG company role.
- Bachelor's degree preferred.
- Demonstrated expertise in shopper, retail, and/or commercial strategy & planning, with experience across both traditional and digital- or ecommerce-led execution.
- Strong business acumen and successful leadership of project-based work, with experience with client service or strategic consulting.
- Strong presentation development, design, and creative writing capabilities.
- Ability to manage multiple projects and clients at once, attacking with agility and managing time & resources efficiently to deliver on the needs of each.
- Hands-on qualitative and quantitative research experience.
- Able to lead projects both independently and partner with a team of highly driven individuals.
- A hunger for a growing career in this field.
- A strong passion and dedication for something creative or personally inspiring that isn't your job —this is just work, after all.

## **MOMENTUM BENEFITS**

- Time Well Taken (our flexible benefits plan that allows you take the time you need)
- Hybrid Work model – ability to work from home or in office
- Holidays and Winter Break (agency closes between Christmas and New Years holidays)
- No meeting Fridays
- Curated DE&I programs and initiatives
- Medical, Dental and Vision plans
- Short- and Long-term disability
- 401(K) with company match
- EAP – Employee Assistance Plan

- Tuition Reimbursement
- Work from Home stipend
- Referral bonuses
- Training and development opportunities
- Flexible Spending Account
- Health Saving Accounts

*At Momentum Worldwide, we value diversity and the uniqueness of all people. We thrive in an inclusive environment, and we recruit, hire and promote without regard to race, gender, age, color, gender identity, gender expression, sexual orientation, ethnic or national origin, citizenship, religion, sexual preference, military or veteran status, marital status, family status, physical or mental disability – or any other legally protected categories as set forth in the applicable state, federal or local laws. This policy applies to all aspects of employment including training, compensation, benefits and all other privileges of employment.*

*We make our careers website accessible to any and all users. If you need an accommodation to participate in the application process, please contact us at [JobAppAccommodation@ipgdxtra.com](mailto:JobAppAccommodation@ipgdxtra.com). This email address is not for general employment inquiries or vendors; rather it is strictly for applicants who require special assistance accessing our employment website. Due to volume, messages sent to this email address that are not related to an accommodation cannot be answered.*

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Resume/CV \* (File types: pdf, doc, docx, txt, rtf)

Cover Letter  Cover\_Letter (3).pdf   
(File types: pdf, doc, docx, txt, rtf)

Company Name

Title

Start Date

End Date ☐ Current

Company Name



Title

Start Date

End Date ☐ Current

Company Name



Title

Start Date

End Date   ☐ Current

Company Name



Title

Start Date

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What is your desired salary? \*

Are you currently employed by an IPG company? \*

Are you legally authorized to work for all employers in the United States? \*

Do you now or will you in the future require sponsorship for continued work authorization? \*

How did you hear about us? \*

Are you bound by a non-solicit and/or confidentiality agreement with your current or prior employer? \*

If yes, are you able to provide us with a copy prior to an employment offer? \*

Privacy Notice \*

To submit this application you must agree to the IPG DXTRA [eRecruiting Privacy Notice](#). At IPG DXTRA, we oversee several core award-winning agencies such as The Weber Shandwick Collective, Golin, Jack Morton, Octagon, DeVries and Momentum.

I also certify that the information contained on this form, my resume/C.V., any other attachments and any other information that I or anyone acting on my behalf provides to the Company during the hiring process is correct and complete. I understand that any misrepresentation or omission in this application will be cause for denial or termination of employment.

I understand that all employment offers are contingent based upon the results of employment and educational background checks. I agree to execute any consent forms necessary for the Company to conduct its lawful pre-employment checks. I hereby authorize the Company to conduct a criminal and/or credit history background check. I also release the Company and its employees, my prior employers and listed educational institutions from any and all liability in connection with any such contact or disclosures.

If hired, I agree to abide by all of the Company rules and regulations and I understand that if employed my employment is "at will". By this, I understand that my employment can be terminated with or without cause and with or without notice at any time, at the option of myself or the Company.

I Agree

## Voluntary Self-Identification

For government reporting purposes, we ask candidates to respond to the below self-identification survey. Completion of the form is entirely voluntary. Whatever your decision, it will not be considered in the hiring process or thereafter. Any information that you do provide will be recorded and maintained in a confidential file.

As set forth in Circa - IPG DXTRA's Equal Employment Opportunity policy, we do not discriminate on the basis of any protected group status under any applicable law.

Gender Female

Are you Hispanic/Latino? No

Please identify your race Asian

## Race & Ethnicity Definitions

If you believe you belong to any of the categories of protected veterans listed below, please indicate by making the appropriate selection. As a government contractor subject to the Vietnam Era Veterans Readjustment Assistance Act (VEVRAA), we request this information in order to measure the effectiveness of the outreach and positive recruitment efforts we undertake pursuant to VEVRAA. Classification of protected categories is as follows:

A "disabled veteran" is one of the following: a veteran of the U.S. military, ground, naval or air service who is entitled to compensation (or who but for the receipt of military retired pay would be entitled to compensation) under laws administered by the Secretary of Veterans Affairs; or a person who was discharged or released from active duty because of a service-connected disability.

A "recently separated veteran" means any veteran during the three-year period beginning on the date of such veteran's discharge or release from active duty in the U.S. military, ground, naval, or air service.

An "active duty wartime or campaign badge veteran" means a veteran who served on active duty in the U.S. military, ground, naval or air service during a war, or in a campaign or expedition for which a campaign badge has been authorized under the laws administered by the Department of Defense.

An "Armed forces service medal veteran" means a veteran who, while serving on active duty in the U.S. military, ground, naval or air service, participated in a United States military operation for which an Armed Forces service medal was awarded pursuant to Executive Order 12985.

Veteran Status I am not a protected veteran

## Voluntary Self-Identification of Disability

Form CC-305

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OMB Control Number 1250-0005

Expires 04/30/2026

### Why are you being asked to complete this form?

We are a federal contractor or subcontractor. The law requires us to provide equal employment opportunity to qualified people with disabilities. We have a goal of having at least 7% of our workers as people with disabilities. The law says we must measure our progress towards this goal. To do this, we must ask applicants and employees if they have a disability or have ever had one. People can become disabled, so we need to ask this question at least every five years.

Completing this form is voluntary, and we hope that you will choose to do so. Your answer is confidential. No one who makes hiring decisions will see it. Your decision to complete the form and your answer will not harm you in any way. If you want to learn more about the law or this form, visit the U.S. Department of Labor's Office of Federal Contract Compliance Programs (OFCCP) website at [www.dol.gov/ofccp](http://www.dol.gov/ofccp).

### How do you know if you have a disability?

A disability is a condition that substantially limits one or more of your "major life activities." If you have or have ever had such a condition, you are a person with a disability. **Disabilities include, but are not limited to:**

- Alcohol or other substance use disorder (not currently using drugs illegally)
- Autoimmune disorder, for example, lupus, fibromyalgia, rheumatoid arthritis, HIV/AIDS
- Blind or low vision
- Cancer (past or present)
- Cardiovascular or heart disease
- Celiac disease
- Cerebral palsy
- Deaf or serious difficulty hearing
- Diabetes
- Disfigurement, for example, disfigurement caused by burns, wounds, accidents, or congenital disorders
- Epilepsy or other seizure disorder
- Gastrointestinal disorders, for example, Crohn's Disease, irritable bowel syndrome
- Intellectual or developmental disability
- Mental health conditions, for example, depression, bipolar disorder, anxiety disorder, schizophrenia, PTSD
- Missing limbs or partially missing limbs
- Mobility impairment, benefiting from the use of a wheelchair, scooter, walker, leg brace(s) and/or other supports
- Nervous system condition, for example, migraine headaches, Parkinson's disease, multiple sclerosis (MS)
- Neurodivergence, for example, attention-deficit/hyperactivity disorder (ADHD), autism spectrum disorder, dyslexia, dyspraxia, other learning disabilities
- Partial or complete paralysis (any cause)
- Pulmonary or respiratory conditions, for example, tuberculosis, asthma, emphysema
- Short stature (dwarfism)
- Traumatic brain injury

Disability Status

No, I do not have a disability and have not had one in the ...

PUBLIC BURDEN STATEMENT: According to the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless such collection displays a valid OMB control number. This survey should take about 5 minutes to complete.



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