

progenit

JOB DESCRIPTION

Position: **Consultant/Senior Consultant**

Reporting to: Managing Partner

Progenit is a rapidly growing digital business consultancy. Progenit offers the opportunity to work with businesses that are committed to transforming themselves to take advantage of the digital channels.

Being a Progenit consultant is about clarifying a client's strategy and supporting its delivery.

The Role

- You will make our clients' digital channels more successful by helping to clarify their strategy, identifying initiatives to achieve this, and most importantly, translating these into action.
- You will oversee the delivery by using your digital knowledge and experience to provide advice and guidance at all levels.
- You will spend the majority of your time working directly with clients. You will work as a facilitator and mediator between the business, technology and marketing disciplines.
- You will help our clients resolve the complex relationship between user experience, commercial objectives, technology, operations, customer value proposition and brand.

The Ideal Candidate

- You will have substantial hands-on consulting experience with major brands.
- You will understand the challenges organizations face in delivering their digital strategy. Your experience will go far beyond simply building big websites.
- You will have experience with the change management associated with digital strategy implementation, including process engineering, policy setting and defining roles & responsibilities.
- You have in-depth knowledge of the major trends in the digital space across a range of channels and industries.
- You will have worked within complex, multi-stakeholder environments. You will be comfortable and authoritative in conversation with new media agencies, systems integrators and marketing communications agencies.

- You are a natural mediator and can earn trust quickly. You are comfortable interacting with people in various disciplines and at various levels of an organization. You look to understand stakeholders' challenges, while being able to form an independent view. You are excellent at setting expectations.
- The ideal candidate will currently be...
 - within a consulting team in a large 'full-service' agency,
 - in-house at a large organization (probably a major retailer, telco or FS brand),
 - a 'subject matter expert' / programme leader within a Big X consultancy.
- Gurus, academics and purists are unlikely to be a good fit with this role. Progenit's clients are looking for delivery not just new concepts.

The Package

- Progenit expects to pay a basic salary of £60k+ for this role.
- Progenit is a 'boutique'. You are expected to play an active role in the development of the business as such additional income is linked to profit through bonus and/or an EMI scheme.

Contact

- Initial expressions of interest by email only please to matthew.treagus@progenit.com
- Progenit will only respond to direct enquiries from individuals who meet the criteria.

About Progenit

Progenit is a digital business consultancy. Progenit helps organizations clarify their digital strategy. Progenit brings stakeholders together. Progenit then leads and influences the delivery.

Progenit works across all sectors. About the only thing our clients have in common is a desire to change their businesses to exploit the digital channels.

AKQA co-founder Matthew Treagus started Progenit in September 2004 after recognizing that the biggest challenge major brands were facing was changing their thinking and behaviour to exploit the new media. Building the websites is comparatively easy.

In five years Progenit will be ~£4m in revenue and will have been acquired by a major consultancy or will have reversed into a consolidation of similar operations.