



Principal

Permanent, full-time

December 6, 2018

Principal

What is the position?

The position of Principal provides a leadership opportunity for an established professional with more than 10 years of consulting, strategy, marketing, communications, and management experience. The position includes an active role on Incite's management team, works to support our business development efforts to attract new opportunities, and helps to lead a team of strategic and creative resources to deliver on a variety of client engagements primarily in the business-to-business, public interest and not-for-profit space.

Incite is seeking someone with the ability to build deep client relationships, think critically through complex client engagements, to drive energy into projects, and to thrive in a busy work environment while maintaining real balance in their life. This includes actively engaging in the community and/or industry associations, pursuing after-work interests, maintaining wellness, and strengthening relationships.

The successful candidate will be responsible for the following:

CLIENT RELATIONSHIP MANAGEMENT:

- Ownership for leading a group of clients (i.e. typically 6-8 active client engagements at any one time) and serving as Incite's strategic point of contact for all assigned clients
- Establish rapport and build a trusted relationship with clients
- Ensure client satisfaction and manage client expectations/needs
- Seek opportunities to connect clients to market opportunities and Incite's network
- Identify opportunities to grow client accounts, including presenting proposals and securing additional work
- Ensure clients' accounts receivables are current

CLIENT STRATEGY AND ADVISORY:

- Educate clients on Incite's philosophy and approach to marketing
- Lead market research and overall design of project methodology
- Craft client strategy, including market positioning, differentiation, growth, and business model
- Lead development of recommendations to drive clients' marketing, brand, and communications
- Lead presentation of strategy and recommendations to client
- Remain current on client's business/industry and seek out relevant opportunities to assist clients in meeting their objectives
- Lead 6-month strategic reviews with clients, including ongoing monitoring of strategy to ensure appropriateness for current market conditions

CLIENT DELIVERY:

- Lead final review of major creative and implementation client deliverables to ensure they align with client's marketing strategy, meet Incite's quality standards, and satisfy client's needs/expectations
- Lead presentation of major implementation deliverables to client and manage client feedback process
- Provide team with feedback and support in managing client challenges related to ongoing work

BUSINESS DEVELOPMENT:

- Attend networking functions and represent Incite in the community
- Cultivate relationships with relevant centres of influence (i.e. organizations, companies and individuals) who can support the generation of prospects and leads
- Leverage personal network to actively identify leads and new business opportunities for Incite
- Attract and secure new clients, with support from the Incite team, including:
 - Conduct research on potential prospects
 - Lead pre-proposal meetings with prospects
 - Write and submit proposals
 - Negotiate and finalize services agreements
- Transition new clients to Incite, including introducing relevant team members and leading relevant debrief and kick off meetings
- Support Incite's marketing efforts with involvement in thought leadership, events, and other aspects of Incite's marketing plan

TEAM MENTORSHIP:

- Build and maintain strong, collaborative working environment within team and with rest of the company
- Mentor Incite's Associates and other staff, with goal of growing their capacity and expertise in the areas of research, strategy, and communications

What does an ideal candidate “look like”?

In addition to a proven track record and displaying excellence in the role as outlined above, the successful candidate will be:

FOCUSED ON PEOPLE

- Ability to build, develop, and enhance relationships is essential
- Treats clients as individuals, not solely as a project deliverable
- Capable of working with a wide range of people, including clients, staff, and community partners

BUSINESS-SAVVY

- Loves to learn about different industries and keep up on general business knowledge
- Thorough knowledge to identify valuable opportunities for clients
- Desire to take smart, worthwhile risks
- Comfortable in a boardroom setting

A PROBLEM-SOLVER

- Ability to think strategically
- Can handle any bumps along the way in a respectful and professional manner
- Attention to finding unique solutions for strategic challenges
- Experience in professional service firms and high-touch client environments

CAREER FOCUS AND PASSION FOR STRATEGY, MARKETING, AND COMMUNICATIONS

- Desire to continue to learn about communication and marketing trends, ideas, and opportunities
- Post-secondary degree is essential, with a focus in marketing, business, PR, or communications considered an asset
- 10+ years of experience in strategy, marketing, communications and/or business development (i.e. you've done this before and can demonstrate a track record in the field)

SKILLED IN COMMUNICATIONS

- Assertive communication style that breeds trust and collaboration
- Ability to confidently interact with and advise team members, client contacts, and suppliers
- Strong writer and verbal communicator, competent in developing positioning, messaging, and marketing plans

AN INCITER

At Incite, we're a close-knit team of passionate problem-solvers, community-minded citizens, and driven go-getters who believe strongly in work-life balance. We're looking for a great team player with independent drive and a strong work ethic who is determined to take on any challenges that come their way; ideally someone with an entrepreneurial mind set who enjoys the opportunity and responsibility that comes with a small business environment. We want someone with unique passions and interests; someone who is looking to grow and add value to Incite long-term through both personal and professional development.

POSSESS PERSONAL COMPETENCIES THAT INCLUDE:

- Ironclad integrity and reliability
- Keen self-awareness and desire to grow
- Self-care and stress management toolkit
- Resourcefulness and ability to find a way
- Strategic thinking abilities
- Excellent listening skills

Who is Incite?

Founded in 1999, Incite is a strategy firm specializing in growth, brand, and communications. We help organizations make informed decisions, and we provide them with the strategic roadmap to move forward with clarity and confidence. Our team of 12 full-time strategists brings expertise in research, brand, business planning, stakeholder engagement, change management, and communications. These professionals collaborate to guide and empower organizations through the necessary thinking, decisions, and execution required to drive growth, position brand, and align communications.

Our clients partner with Incite to access our strategic expertise, business networks, and relationship-driven philosophy for growth. We work collaboratively with clients to solve complex problems and unlock new opportunities.

Our full-time team consists of professionals with expertise in areas of strategy, marketing, branding, and creative. It's an inspiring, energetic, and engaging group that is focused on building and maintaining Incite as an outstanding place to achieve greatness.

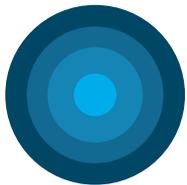
Our Philosophy

Incite believes that organizations succeed when they have a clear vision and position in the market, align their organizational resources seamlessly, and connect with the right people and opportunities in the market. This approach underlies our work with clients to help them achieve their objectives.



CLARIFY

To confidently move your organization in the right direction, you need to have clarity. By taking a 360° view of your organization, Incite identifies that pivotal point where your organization's strengths, market needs, and unique differentiation intersect. That intersection helps define your market position and your best path forward.



ALIGN

All organizational resources need to seamlessly integrate with, and support, your strategy. Visual identity, organizational process, business development activities, and key stakeholder communications need to align to deliver a strong and cohesive brand experience.



CONNECT

Authentic connections with your customers, employees, and community partners help build trust and loyalty. Incite works with organizations to identify opportunities to strengthen existing connections and leverage key influencers to build lasting relationships and sources of referral.



What are Incite's significant achievements?

Incite's work is well recognized in the industry, including the following notable achievements:

- 2017 Incite's joint venture, Foundry Conferences & Events, won ILEA ESPRIT® Award for Best Meeting/Conference Program Under US\$500,000 for 55 North
- 2016 International Association of Business Communicators Award of Excellence for Community Relations Communication Management
- 2016 International Association of Business Communicators Award of Merit for Marketing, Advertising & Brand Communication
- 2013 Alberta Venture Best Workplace for Millennials Award
- 2013 Advertising Club of Edmonton ACE Award for Best Identity System and Brand Launch
- 2012 Advertising Club of Edmonton ACE Award for Best in Show
- 2008 Winner of BDC's Young Entrepreneur of the Year Award
- 2008 Named in Profit Magazine as one of Canada's "Next 100" fastest-growing companies
- 2008 Named one of Alberta Venture's Fast 50 Growth Champions



How can you apply?

Start by compiling the following package of materials:

- Cover letter specifically outlining why you would be a good fit for Incite, including your interest in consulting, strategy, marketing, and communications, as well as your strengths and weaknesses as they relate to the above job description and requirements
- Resume highlighting relevant experience and specific skills
- 3 business references

Then send the package via email to:

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