



Associate

---

Permanent, full-time

July 9, 2019

## Associate

# What is the position?

The position of Associate provides a great opportunity for an emerging professional with 2-8 years of marketing experience. Serving as a day-to-day contact for clients to ensure a seamless client experience, the role works closely with Incite's Principals and Senior Associates to support client strategy development and is tasked with overseeing the preparation and development of key client deliverables.

Incite is seeking someone with the ability to build deep client relationships, to drive energy into any project, and to thrive in a busy and fast-paced work environment while maintaining real balance in life. This includes actively engaging in the community and/or associations, pursuing after-work interests, maintaining wellness, and strengthening relationships.

The successful candidate will be responsible for the following:

### CLIENT RELATIONSHIP MANAGEMENT

- Serve as day-to-day contact with clients to support project management and a seamless client experience
- Support Principals and Senior Associates to oversee clients, including:
  - Establish rapport with clients
  - Ensure client satisfaction and manage client expectations
  - Seek opportunities to connect clients to market opportunities and Incite's network
  - Identify opportunities to grow client accounts

### CLIENT STRATEGY AND ADVISORY

- Support Principals and Senior Associates to educate clients on Incite's philosophy and approach to marketing
- Attend relevant events and conduct ongoing research to keep team current on client's business/industry and provide relevant opportunities to assist clients in meeting their objectives
- Support Principals and Senior Associates in conducting ongoing review of client strategy and ensure appropriateness for current market conditions
- Support client research in the following areas:
  - Design surveys and other research instruments
  - Conduct stakeholder interviews
  - Compile and analyze market research output
  - Prepare research reports and presentations for clients
- Review strategy recommendations, and support in preparing presentations

### BUSINESS DEVELOPMENT

- Attend networking functions and represent Incite in the community
- Support Principals and Senior Associates in cultivating 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

### CLIENT DELIVERABLES

- Lead development of major client deliverables, including:
  - Write client road maps and implementation plans
  - Ensure they meet Incite's quality standards
  - Ensure they satisfy client's needs/expectations
  - Establish appropriate benchmarks and ongoing measurement activities
  - Secure input, involvement, feedback, and sign off from Principals and Senior Associates
- Create activity briefs and lead project kick-offs for execution activities
- Lead internal review process, including meetings
- Prepare and design activities relating to internal engagement, brand rollouts, touchpoint analysis, etc.
- Prepare materials needed for presenting/selling key deliverables to clients
- Support design and delivery of client presentations, facilitations, and strategic engagements
- Support Principals and Senior Associates in dealing with client challenges related to ongoing work

### CLIENT COMMUNICATION & COORDINATION

- Work with team to schedule all client meetings and market research interviews, focus groups, roundtables, etc.
- Develop meeting agendas with input from Principals and Senior Associates, and circulate action items post meeting
- Manage email/phone correspondence with clients
- Request and secure all relevant materials and approvals from clients
- Provide client with regular status updates
- Schedule and support Principals and Senior Associates in preparing for all client and internal review meetings

### PROJECT MANAGEMENT

- Manage and ensure adherence to client deliverables, budgets, and timelines
- Manage full execution of deliverables on select projects
- Work with and coordinate support of other Incite team members as appropriate for specific projects
- Consult with Operations Director regarding client billing, budgets, scope creep, and timelines

# 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
- 2+ 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 10 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.

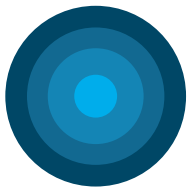
# Our Philosophy

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.



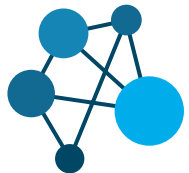
## CLARIFY

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:

- 2018 Advertising Club of Edmonton ACE Award of Distinction for Identity System
- 2018 Canadian Association of Communicators in Education Bravo Award of Distinction in Comms. Plan/Comms. Project for Visual Identity
- 2018 International Property Awards for Best Development Marketing
- 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



## 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:

**Trish Kushniruk**  
Partner and Principal

**T:** 780.784.5533

**F:** 780.423.6640

**E:** [trish@incitestrategy.ca](mailto:trish@incitestrategy.ca)

10507 Saskatchewan Drive  
Edmonton AB T6E4S1

[incitestrategy.ca](http://incitestrategy.ca)