



Associate

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Permanent, full-time

October 31, 2022

\*Applications assessed upon receipt. Interested candidates are encouraged to apply prior to deadline.



## Associate

### What is the position?

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

# List of responsibilities

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## CLIENT RELATIONSHIP MANAGEMENT

- Serve as day-to-day contact with clients to support project management and a seamless client experience
- Support Principals to oversee clients, including:
  - Establish rapport with clients
  - Ensure client satisfaction and manage client expectations
  - Identify opportunities to grow client accounts

## CLIENT STRATEGY AND ADVISORY

- Support Principals to educate clients on Incite's philosophy and approach to strategy
- Support client research in the following areas:
  - Design interviews, 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 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 execution roadmaps to Incite's quality standards, and to satisfy client's needs and expectations
  - Establish appropriate benchmarks and ongoing measurement activities
  - Secure input, involvement, feedback, and sign off from Principals
- 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 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.
- Manage correspondence with clients
- Schedule and support Principals 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 Principal regarding client billing, budgets, scope creep, and timelines

# What makes an ideal candidate?

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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
- Adept at listening and reading the room
- Capable of working with a wide range of people, including clients, staff, and community partners

## **BUSINESS-SAVVY**

- Passionate about learning about different industries and keeping up on general business knowledge
- Ability to identify valuable opportunities for Incite and for clients
- Desire to take smart, thoughtful risks
- Comfortable in a boardroom setting with senior decision makers

## **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**

- Knowledge about business and communications, with experience in mergers and acquisitions, strategic planning, and/or change management considered an asset
- Post-secondary degree or diploma is essential, with a focus in marketing, business, PR, or communications considered an asset
- 2+ years of direct experience in communications, strategy, or marketing within a consulting, professional services, or corporate environment (i.e. you've done this before and can demonstrate a track record in the field)

## **SKILLED IN COMMUNICATIONS**

- Confident and collaborative communication style that breeds trust
- Strong writer, with business writing experience and ability to capture the voice of professional and corporate clients
- Experienced at articulating key messages while working quickly on tight timelines
- Experience managing corporate communications, thought leadership, and social media content

## **AN INCITER**

At Incite, we're a close-knit team of passionate problem-solvers, community-minded citizens, and driven go-getters who want to make a positive impact.

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 mindset 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?

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Founded in 1999, Incite is a boutique strategy consulting firm specializing in growth, brand, and communications. With a growing mergers and acquisitions advisory practice, Incite helps clients assess, communicate, align, and grow their acquisitions. We help organizations make informed decisions and provide them with the strategic roadmap to move forward with clarity and confidence. Our team brings expertise in research, brand, strategic planning, stakeholder engagement, change management, and communications.

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

Incite is Western Canada's boutique mid-market M&A advisory firm specializing in market strategy, brand, communications, and stakeholder relations. Our team is a dedicated, driven, and engaging group that is focused on building and maintaining Incite as an outstanding place for our people to achieve great things.

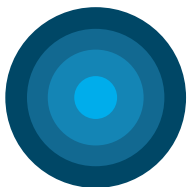
# Our Philosophy

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 to drive growth. This approach underlies our work with clients to help them achieve their objectives.



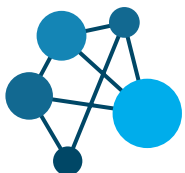
## CLARIFY

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 experience for internal and external stakeholders.



## 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 drive referrals.

# Our Values

## RELATIONSHIPS

### PEOPLE ARE AT THE HEART OF WHAT WE DO.

What we do for people is important, but the relationships that we create—with our clients, within our team, and through our network—are what really matters. Through these relationships, we build and strengthen business and community in a way that benefits everyone.

## IMPACT

### WE ARE COMPELLED BY CREATING POSITIVE CHANGE.

We are passionate about making a positive impact. Driving change is what moves us and is inherently behind everything we do. We are at our best when we know we are helping people achieve their goals; it drives us to deliver results, ultimately making a difference for our partners.

## PROBLEM-SOLVERS

### COMPLEX PROBLEMS ENERGIZE US.

We dare to accept complex challenges. As risk takers and critical thinkers, we love to get into the thick of large, complicated projects—the kind that others run from. Embracing the intricacies of every challenge or opportunity, we leverage our ability to think big, collaborating to help people achieve new levels of success.

## GROWTH

### OUR PATH TO EXPERTISE DEMANDS INFINITE LEARNING AND GROWTH.

Every project experience is an opportunity to increase our knowledge and build our skillset. We're ever focused on being the experts in strategic growth, constantly raising the bar for our team and our partners. Through ongoing learning and development, we enhance our ability to think critically and creatively, innovating to cultivate new approaches that deliver unexpected results.

## INTEGRITY

### WE DO WHAT'S RIGHT.

Integrity means staying true to doing the right thing, even when no one is watching. We take care of the people we work with, always focused on honesty and transparency in our approach. This guides us through complicated decisions and difficult conversations, but most of all, bolsters a mindset of putting people first.



## 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

Then send the package via email to:

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Partner

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