



## Communications Specialist

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**Permanent, full-time**

Posted: September 12, 2022

Application deadline: October 31, 2022\*

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

# Communications Specialist

## What is the position?

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The position of Communications Specialist provides an opportunity for a communications professional with at least 3 years of direct experience leading communications assignments in an agency, consulting, or corporate communications environment. The position works with our Principals and Associates to develop communications strategy, craft client messaging and communications tools, and support Incite's marketing and communications efforts.

Incite is seeking someone with the ability to engage in relationships with senior decision makers, think critically through complex client engagements, drive energy into projects, and 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 outside-work interests, maintaining health and wellness, and strengthening personal relationships

## List of responsibilities

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### **CLIENT COMMUNICATIONS STRATEGY:**

- Work with Incite's Principals and Associates to develop communications strategy for clients, including both internal and external communications
- Craft client messaging, brand promise, brand narratives, speaking notes, etc.
- Recommend and write communications roadmaps and tactics, including use of digital and social media
- Write, edit, and support development of final client communications deliverables (e.g., proposals, case studies, blogs, white papers, press releases, etc.)

### **INCITE BUSINESS DEVELOPMENT SUPPORT:**

- Support Incite Principals to craft proposals for new opportunities
- Support Incite Principals to prepare presentations, case studies, and other tools to support business development

### **INCITE'S MARKETING:**

- Research and develop content for case studies, blog posts, Incite newsletters, whitepapers, and other marketing tools
- Develop content for, and help manage, Incite's social media and thought leadership efforts

# 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
- Adept at listening and reading the room
- Capable of working with a wide range of people and personalities, 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 work through challenges with clients in a respectful and professional manner
- 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 & acquisitions, strategic planning, and/or change management considered an asset
- Post-secondary degree or diploma is essential, with a focus in business, marketing, or communications considered an asset
- At least 3 years of direct experience in communications 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 and organizational positioning, 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
- Established 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.



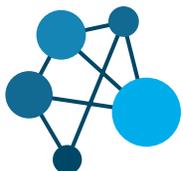
## CLARIFY

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:

- Cover letter specifically outlining why you would be a good fit for Incite, including your interest in consulting, strategy, 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 samples of strategic business communications writing where you were the primary author

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