



## Account Manager

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Permanent, Full-Time

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



## Account Manager

### What is the position?

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The position of Account Manager provides a great opportunity for an emerging professional with 1-3 years of project management, marketing, communications, or 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, pursuing after-work interests, maintaining health and wellness, and strengthening relationships.

# List of responsibilities

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## CLIENT STRATEGY AND ADVISORY

- Play a key role in helping build:
  - Research and stakeholder engagement plans
  - Marketing tactics
  - Competitive market scans
- 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 lead presentation delivery
- Support Principals in dealing with client challenges related to ongoing work
- Support in the development of strategy Implementation Plans, working with the project team to ensure the highest quality in deliverables

## CLIENT RELATIONSHIP 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
- 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 PRESENTATIONS AND DELIVERABLES

- Create activity briefs and lead internal project brainstorming
- Support in the design of branding, marketing and communications activities, tactics, and initiatives
- Prepare materials needed for presenting key deliverables to clients
- Support in the design and delivery of client meetings and presentations
- Review strategy recommendations and support in preparing and delivering presentations

## ACTIVE PARTICIPATION IN BUSINESS COMMUNITY

- 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

# What makes an ideal Account Manager?

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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:

## **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.

## **DETAIL ORIENTATED PROBLEM SOLVER**

- Experience in professional service firms and high-touch client environments
- Pays attention to the details from client deliverables to managing a project overall
- 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

## **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

## **CAREER FOCUS AND PASSION FOR STRATEGY, MARKETING, AND COMMUNICATIONS**

- 1+ 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)
- Post-secondary degree or diploma is essential, with a focus in marketing, business, PR, or communications considered an asset
- Knowledge about business and communications, with experience in mergers and acquisitions, strategic planning, and/or change management considered an asset

## **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

## **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 also 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 growth strategy firm specializing in market and brand strategy, M&A communications and integration services, and strategic planning. 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.

# What We Offer

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Incite offers prospective employees an opportunity to be part of a dynamic team focused on growth strategy and impactful business transformations. Working at Incite means engaging in complex problem-solving, strategic decision-making, and fostering long-term client relationships. Employees can expect a culture that promotes learning and leadership as well as offers:

- Leadership training
- Competitive salary
- Market rate benefits package
- Flexible environment
- Professional development opportunities
- Support from and access to Incite's strong reputation and network

# Our Values

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## RELATIONSHIPS

### **PEOPLE COME FIRST.**

Relationships guide everything we do and allow us to build and strengthen our business, clients and community in a way that benefits everyone.

## IMPACT

### **WE CREATE POSITIVE CHANGE.**

Driving change moves us and motivates everything we do. We are passionate about making a positive impact and helping clients achieve their goals.

## PROBLEM-SOLVERS

### **COMPLEX PROBLEMS ENERGIZE US.**

We take challenges in stride. As risk takers and critical thinkers, we tackle large, complicated projects and embrace the intricacies of every opportunity. We think big and collaborate to ensure clients achieve new levels of success.

## GROWTH

### **EXPERIENCE DRIVES LEARNING AND GROWTH.**

We have inquiring minds and understand the value of lifelong learning. More than 20 years of strategic consulting gives us the experience and confidence to think critically and creatively, innovating to cultivate new approaches that deliver impressive results.

## INTEGRITY

### **WE DO WHAT'S RIGHT.**

Integrity means doing the right thing, even when no one is watching. An honest and transparent approach underlies everything we do and reinforces our collective mindset of putting people first.



## How can you apply?

Start by compiling the following package of materials:

1. 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
2. Resume highlighting relevant experience and specific skills

Then send the package via email to:

**Jesse Meyer**

Partner

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