



Principal

Permanent, full-time

# Principal

## What is the position?

The position of Principal provides a leadership opportunity for an established professional with at least 10 years of consulting, strategy, marketing, communications, and/or management experience. The position includes an active role on Incite's leadership team, leads client engagements and strategy development, and helps guide internal project teams to deliver on high quality work.

Incite is seeking someone with the ability to build deep client relationships, 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 personal health and wellness, and strengthening personal relationships.

## List of responsibilities

### 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

### CLIENT STRATEGY AND ADVISORY:

- Educate clients on Incite's philosophy and approach to strategy, communications, and mergers and acquisitions
- Oversee market research efforts and overall design of project methodology
- Craft client strategy, including market positioning, differentiation, growth strategy, and business mode
- Develop communications strategies, merger integration and change management plans, and strategic plans
- Lead development of recommendations to drive clients' growth and achievement of business objectives
- 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 client deliverables to ensure they align with client's strategy, meet Incite's quality standards, and satisfy client's needs and expectations
- Lead presentation of major 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 that can help position Incite in strategic business networks) to support the generation of prospects and leads
- Support Incite's partners in identifying leads and new business opportunities
- 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 with colleagues
- Mentor Incite's Associates and other staff, with goal of growing their capacity and expertise in the areas of research, strategy, communications, and mergers and acquisitions

# 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**

- Proven 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**

- Passion for 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, CONSULTING, AND COMMUNICATIONS**

- Knowledge about business and communications, with experience in mergers & acquisitions, strategic planning, and/or change management considered an asset
- Post-secondary degree is essential, with a focus in business, marketing, or communications considered an asset
- Ideally 10 years of direct experience in consulting, strategy, marketing, communications and/or business development (i.e., you've done this before and can demonstrate a track record in the field)

## **SKILLED COMMUNICATOR**

- Confident and collaborative communication style that breeds trust
- Ability to advise and work closely with clients and market influencers
- Strong writer and presenter, competent in developing positioning, messaging, and strategy

## **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 diverse passions and interests; someone who is looking to grow and add value to Incite long-term through both personal and professional development.

## **POSSESS PERSONAL TRAITS 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 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.

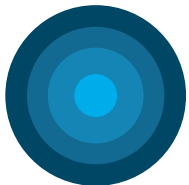
# Our Philosophy

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.



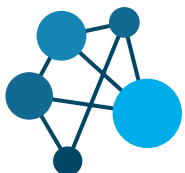
## CLARIFY

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



## ALIGN

All organizational resources need to seamlessly integrate with and support 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 customers, employees and community partners 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.

# Our Values

## 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?

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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 business references

Send via email to:

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