



# Account Manager

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**Permanent, Full-Time**

Deadline to submit: January 31, 2026

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



## Account Manager

### What is the position?

The position of Account Manager provides a great opportunity for marketing, communications, or consulting professional with at least 3 years of experience who wants to grow into a strategist at one of Western Canada's most trusted marketing and business consulting firms. You would work alongside Incite's Principals, serving as a day-to-day contact for Western Canadian clients who hire Incite to produce marketing, brand, and communications strategies, change management strategies when undertaking a merger or acquisition, or to facilitate strategic planning.

Individuals that thrive in a busy and fast-paced work environment will find success at Incite. We need someone who is proactive, resourceful, organized, detail-oriented, a proven multi-tasker, and has a knack for building trusted relationships with colleagues and clients. Your role will involve conducting meaningful background research, managing project timelines, supporting client strategy development, and, in general, ensuring a seamless client experience.

In return, you'll get the opportunity to create meaningful change for clients like Explore Edmonton, Kids with Cancer Society, MacEwan University, Edmonton International Airport, and more. We believe in and foster leadership coaching and development, finding fulfillment in your work, and balance in life through active engagement in the community, pursuing after work interests, and maintaining health and wellness.

# List of Responsibilities

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## PROJECT MANAGEMENT

- Manage client deliverables, budgets, and timelines to ensure quality outcomes
- Coordinate internal team resources and manage project workflows
- Maintain project documentation and quality control standards
- Conduct post-engagement debriefs to drive continuous improvement
- Serve as primary day-to-day client contact for seamless project experience, including:
  - Establish rapport with clients
  - Ensure client satisfaction and manage client expectations
  - Identify opportunities to grow client accounts
- Work with and coordinate support of other Incite team members as appropriate for specific projects

## CLIENT STRATEGY AND ADVISORY

- Support Principals to educate clients on Incite's philosophy and approach to strategy
- Play a key role in helping build:
  - Research and stakeholder engagement plans
  - Marketing tactics
  - Competitive market scans
- 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

## CLIENT COMMUNICATIONS AND DELIVERABLES

- 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
- 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
- Review strategy recommendations and support in preparing and delivering presentations
- Support in the design and delivery of client meetings and presentations

## BUSINESS DEVELOPMENT AND COMMUNITY ENGAGEMENT

- Represent Incite at networking events and industry functions
- Leverage personal network to identify new business opportunities
- Contribute to thought leadership initiatives and content development
- 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

# 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**

- 3+ years of experience coordinating timelines, managing projects and day-to-day communication
- Managing project timelines
- Connect project deliverables to broader business outcomes
- Experience managing competing priorities across multiple stakeholders
- 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
- Thrives in high-touch, partnership-oriented client relationships

## **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**

- 3+ years of direct experience within an agency, consulting firm, or client 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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At Incite, we believe every organization has the potential to create meaningful impact. As a trusted partner in strategy and marketing consulting, we help leaders unlock growth through research and insights, purposeful strategy, and authentic collaboration.

Since 1999, we've worked alongside businesses, non-profits, associations, and public sector organizations across Alberta to navigate complexity, solve tough challenges, and seize new opportunities. Our expertise spans brand, marketing and communications strategy, M&A communications and brand integration, and strategic planning—with every engagement focused on delivering clarity, confidence, and meaningful results.

Each project we take on is grounded in care, creativity, and strategic intent. We build strong relationships rooted in trust and respect, bringing together deep market insight, inclusive stakeholder engagement, and bold thinking to craft solutions that move people—and organizations—forward.

At Incite, we're more than consultants. We're your partners in building a smarter, stronger, more visionary future.

Incite partners with purpose-driven businesses and organizations across Alberta to navigate growth, change, and complexity. Grounded in our high-touch, relationship-driven philosophy, we deliver impactful brand, marketing, and communications strategies that empower leaders to move forward with clarity and confidence. From market expansion and brand development to post-merger integration, we leverage qualitative research to solve complex challenges, and craft strategies that drive lasting change.

# Our Work

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We believe impact is more than a metric or results on a spreadsheet—it's the lasting difference your organization makes. It's your purpose, realized.

Since 1999, we've partnered with purpose-driven organizations across Alberta and Western Canada to turn complex challenges into opportunities and ideas into tangible results. Our expertise spans Brand and Marketing Strategy, Communications & Engagement Strategy, M&A Integration & Change Management, and Strategic Planning & Leadership Facilitation.

We are proud to have worked with these incredible organizations.



# What We Offer

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Join a team where relationships come first and complex problems energize us. At Incite, you'll work directly with senior decision-makers on high-stakes engagements that create lasting change for leading organizations.

## YOUR GROWTH & DEVELOPMENT:

- Mentorship from industry-recognized Principals with 25+ years of experience
- Direct exposure to C-suite clients and Board-level strategic decisions
- Leadership development through real client challenges, not simulations
- Access to Incite's extensive network of industry leaders and Centres of Influence

## YOUR WORK ENVIRONMENT:

- Collaborative culture where your insights shape client strategies
- High-touch client relationships that value partnership over transactions
- Flexible work arrangements that support your best performance
- Small team environment where your contributions have immediate impact

## YOUR COMPENSATION & BENEFITS:

- Competitive salary reflecting the caliber of our client engagements
- Comprehensive benefits package
- Performance recognition tied to client satisfaction and business growth
- Investment in your professional development and industry certifications

## YOUR PLATFORM:

- Support from Incite's 25-year reputation as Western Canada's trusted strategy firm
- Opportunity to build your personal brand alongside established thought leaders
- Access to conferences and industry events

# 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?

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Ready to join our team? Here's how to show us you understand what we're looking for:

### **Your Application Package:**

**1. Cover letter that demonstrates strategic thinking** - Show us you understand what it takes to manage senior-level client relationships and complex project delivery. Connect your experience managing stakeholder expectations, coordinating project teams, and ensuring quality outcomes to our high-touch client environment. Explain how you've built trust with decision-makers, managed projects, and grown existing client accounts. We want to see you understand the balance between project execution and relationship stewardship that drives our business.

**2. Resume highlighting project management excellence** - Focus on results that demonstrate your ability to manage complex engagements: on-time, on-budget project delivery, stakeholder coordination across multiple organizations, quality control processes, and client satisfaction outcomes. Include specific examples of managing projects, coordinating cross-functional teams, and maintaining long-term client relationships through project life cycles.

### **Submit your complete package to:**

#### **Jesse Meyer**

Partner

**T:** 780.784.5531

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

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Edmonton AB T6H 5G8

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**Timeline:** We'll provide next steps for qualified candidates within one week.

**Questions?** Feel free to reach out if you need clarification on the role or our application process. We value thoughtful questions that show you've done your research.