



# Principal

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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.

## 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 leads client engagements and strategy development, requires boardroom presence and excellent presentation skills, helps guide internal project teams to deliver on high quality work, and supports Incite's partners in driving business direction and growth.

Individuals that thrive in a busy and fast-paced work environment will find success at Incite. We need someone who is proactive, resourceful, organized, invested, driven, and has a knack for building trusted relationships with colleagues and clients. 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.

In return, you'll help drive meaningful change for clients like Explore Edmonton, Kids with Cancer Society, Nichols Environmental & Engineering, Proveo, Edmonton International Airport, and more. We are looking for a leader who wants to help make an impact and build a positive legacy for our clients, our community, and themselves.

# List of Responsibilities

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## **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 Principal?

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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.

## **ENTREPRENEURIAL PROBLEM SOLVER**

- Desire to take on complex assignments and meet challenges head on
- Ability to learn quickly and blend past experience to further strengthen Incite's tools and approach
- Comfort working with multiple clients and balancing competing demands
- 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**

- Previous 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 leaders 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
- Supportive colleagues who appreciate that you have a life outside of Incite
- 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 specifically outlining why you would be a good fit for Incite, including your interest in consulting, strategy, and communications, as well as your strengths as they relate to the above job description and requirements, and any perceived gaps in your ability to meet the requirements.
2. Resume highlighting relevant experience and specific skills.
3. Three (3) business references.

### Submit your complete package to:

#### **Ted Kouri**

President

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

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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.