

MacPhie

We're Hiring

Analyst

We're looking for someone exceptional, with 1-3 years experience in market research, strategy or communications, to join our team at MacPhie. As a boutique strategy consultancy firm, we expect our Analysts to drive company-wide change and work with everyone from our Principal to the Board of Directors of our clients. We depend on your help to conduct and analyze research, prepare and deliver written content, reports and presentations, and support the development of our business.

A Bit About Us

We believe in creating profound connections between people and organizations. We help organizations articulate their identities, set future directions, and win over key stakeholders.

Our firm is a Toronto-based strategy consultancy that is re-inventing the way organizations engage with people who matter to them. We undertake market research, work with organizations to develop their strategies, and develop compelling communications that are persuasive and impactful. We excel at articulating complex ideas and concepts in ways that are simple and inspiring.

If you have interest in research, facilitation, strategic planning, communications, or all the above - and you want to join an organization that punches above its weight - read on.

Our Clients

Over the past 11 years, MacPhie has built lasting relationships with big name clients in Ontario and beyond. We've been proud to work with, among others, corporate clients in food and beverage, financial and professional services, tourism, advertising, pharmaceuticals, and high-tech; public clients including hospitals, universities, government ministries, government agencies, and political parties; and complex clients including industry associations, NGOs and non-profits.

Some of our recent engagements include: market research for an international NGO with operations in 60 countries, a cultural refresh for a division of one of the world's largest beverage companies, communications support for the Canadian division of a Fortune 20 company, and development of the strategic plan for a national governmental agency.



Profile of Successful Candidates

At MacPhie, we value staff who demonstrate:

- An ability to represent our brand professionally to clients, with whom you'll be working closely
- An ability to analyze and simplify complex information, draw conclusions, and make clear recommendations
- An exceptional attention to detail, both in written documents and in executing projects
- A superior ability to be articulate and precise – both verbally and in writing
- Exceptional project management skills, with an ability to create work plans and manage critical paths
- A desire to proactively identify areas for improvement or unmet needs within current systems and client engagements
- A willingness and ability to take initiative and learn on their own
- Comfort in dealing with ambiguity and setting professional goals
- Drive, charisma and an intelligent sense of independence

Specific Responsibilities

As an analyst at MacPhie, you'll work closely with everyone in the organization, from our interns up to principals. By nature, working at a small firm means a lot of variety, and a lot of ambiguity. So other than "anything and everything," a few of your specific responsibilities will include:

- Working with the team to design approaches to client projects, gather and analyze data, write strategy and communications documents and generate recommendations;
- Providing project management and logistical support for client engagements, including developing project work plans, organizing logistics, liaising with clients and ensuring projects remain on time and on budget;
- Aiding in managing the company's business operations and performance management systems; and
- Assisting in marketing and supporting firm intellectual property including our Magnetism concept.

If you're truly passionate about a career in the consulting industry, we encourage you to submit your cover letter and resume (max 2 pages) to think@macphie.ca.

From the MacPhie Team, we look forward to getting to know you and we can't wait to see what you will bring to our team.

