



We're Hiring

Senior Associate, Strategic Planning (Director/VP Level)

We're looking for someone exceptional, with at least ten years of experience in strategy or strategic planning in to join our growing team at MacPhie. Your job will be to help manage client engagements, mentor team members, and promote our growth.

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 qualitative market research, work with organizations to develop their strategies, and enhance their culture, as well as develop compelling communications that are persuasive and impactful. We excel at articulating complex ideas and concepts in ways that are simple and inspiring.

We began with a simple premise: great thinking and strategic insight should be clear, simple to understand, and inspiring. Even though target audiences and stakeholders are complex, solutions and strategies shouldn't be.

It takes a lot to be a part of our team. And our next hire will be an independent self-starter known for their brains and drive.

If you have experience in strategy and you want to join a growing organization that punches above its weight – then 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 services, advertising, pharmaceuticals, and high-tech; public clients including hospitals, universities, and government ministries; and complex clients including NGOs and non-profits.

A smattering of our recent engagements include: market research for an international NGO with operations in 60 countries, a cultural refresh for a division of the Coca-Cola Company, communications support for McKesson Canada, and development of the strategic plan for a national governmental agency.



MacPhie

Profile of Successful Candidates

- Demonstrated professional network of senior public, private or not-for-profit leaders in Ontario
- Proven business development track record
- Superior ability to lead projects, effectively delegate tasks, and deliver excellence
- Team-focused mindset and an ability to mentor colleagues and clients
- Demonstrated leadership ability and experience
- Ability to analyze complex information, draw conclusions, and make recommendations
- Exceptional ability to be articulate and precise – both verbally and in writing
- Superb attention to detail, both in written documents and in executing projects
- Desire to proactively identify areas for improvement within current systems and engagements
- Willingness and ability to take initiative and learn independently
- Experience managing and structuring companies for growth
- Ability to command a room, due to experience facilitating meetings or moderating research groups

Specific Responsibilities

- Lead the thinking on strategic client engagements
- Foster business development to grow firm revenue year over year (we are seeking a minimum of six figures in year one)
- Manage a team of up to three employees throughout project engagements lasting from one week up to several months
- Work collaboratively with MacPhie team members and have accountabilities on client work and corporate initiatives – such as marketing and sales initiatives, research and development projects including blogs for our website, and operational and administrative improvement projects
- Participate in ongoing formal and informal publications on topics surrounding corporate culture, brand, strategy and other work related to reinventing the way organizations engage with people who matter to them

If you're truly passionate about joining our growing firm, send us your resume with a cover letter to think@macphie.ca.

From all of us here at MacPhie, we're looking forward to getting to know you and can't wait to see what you bring to our team.

