



Job Description – INNOVATION DIRECTOR

The thing you love most about your job is to have a significant, positive impact on every person and business you touch!

The Idea Suite is looking for an Innovation Director who would love the opportunity to be part of a close-knit team in a fun, creative and fast-paced entrepreneurial environment, where you can come to work every day and make a massive difference!

WHO WE ARE

The Idea Suite is a boutique innovation agency that helps some of the leading companies in North America invent new brands, products, services or approaches to transform their growth. Our key offerings include innovation projects, strategy workshops, insights projects, and capability-building programs. Our work spans a wide range of industries and sectors and is fun, challenging and highly creative. We are a small but fast-growing agency (<10 employees) located in mid-town Toronto.

WHO YOU ARE

- You are a positive-minded, highly effective and inspiring leader and strategic thinker who builds energy in the workplace
- You're a people person – you love meeting new people and collaborating with clients and team members on cracking tough challenges in exciting and sometimes stressful environments
- You thrive working in a dynamic, fast-paced entrepreneurial environment – you are fast and highly flexible, you have a high tolerance for ambiguity, and you're adept at ruthlessly prioritizing your time against the highest impact work
- You have a growth mindset – you are hungry to learn and self-aware with a constant desire to improve; you strive to maximize the value you bring to any challenge
- You have exceptional attention to detail, in general, and, particularly with respect to numbers/formulas and written communication (grammar, spelling, punctuation, etc.)
- You have a strong understanding of marketing, new product development and/or design thinking principles
- You're digitally savvy – highly proficient in all key Office programs (including Outlook, Excel, PowerPoint, Word), embrace the use of digital apps and tools in your personal and professional life, and ideally are ahead of the curve in terms of your understanding of

digital trends and transformative technologies; you can easily learn and adapt to new digital systems/processes and train others on them, if required

- You enjoy and are willing to travel (on average 2-3 short trips per month)
- You have a proven work ethic with the utmost integrity
- You have a passion for creativity and innovation

You have demonstrated skills in and are highly comfortable/confident in each of the following areas:

- Strategy/Analytics – dealing with extensive data from multiple sources and pulling out key findings/insights, drawing conclusions, and making recommendations for high-impact strategies/actions
- Consumer Insights – planning and/or moderating first-hand consumer research and translating that data into actionable consumer insights that drive strategy, communications or innovation
- Ideation and Creative Thinking – personally developing creative ideas and solutions to problems, generating growth through creative ideas, applying creative tools and techniques to business and engaging others in the creative process
- Leading Cross Functional Teams – working with a wide variety of colleagues from different functional areas and bringing them together to effectively generate ideas and implement solutions
- Collaboration – liaising with current and prospective clients, working in a team environment
- Facilitation/Public speaking – facilitating large client workshops; speaking to large audiences; moderating focus groups and 1:1 discussions with consumers
- Project management and delivery – client management, developing and managing critical paths, allocating resources, etc.
- Writing – preparing compelling client decks; creating and iterating concepts and discussion guides; writing articles, scripts and speeches on a breadth of topics

Prior Experience:

- At least 5-10 years' prior work experience in customer-facing innovation or marketing on the client or agency side (Direct innovation/design thinking experience and expertise is a strong asset)
- Undergraduate university degree (MBA is an asset)

WHAT YOU'LL DO

Key Responsibilities:

- Driving innovation projects and building the business
- As a Project Driver, key activities include:

- Client relationship management & project management
- Preparing for and planning consumer research, and client workshops/sessions
- Analyzing data and synthesizing it into actionable insights that drive innovation and strategy
- Preparing compelling kickoff presentations, training presentations, research output decks, and final reports
- Writing and iterating concepts and discussion guides
- Managing budgets and expenses
- Business Development activities include:
 - Lead Generation and sales meetings
 - Proposal writing and development
 - Building the company's brand through marketing, social media, and the development of new business capabilities / offerings

The Details

This is a full-time, permanent position working in our mid-town Toronto office. You'll be paid a competitive salary (corresponding to your level of experience) with potential for growth in responsibility and compensation, along with vacation and health benefits.

How to Apply

If you are excited by our opportunity and interested in applying, **please email the following 3 documents in one .pdf file to jobs@theideasuite.com:**

1. A cover letter outlining why you are the ideal candidate for our position
2. Detailed resume outlining previous work experience and education that is most applicable
3. Your 2-page summary for the following Innovation Challenge:

Please come up with a new product idea for something to be sold in the grocery store that addresses a currently unmet need. Once you have come up with your product idea:

- 1) *Write a concise product concept description on Page 1.*
- 2) *On a second page, please briefly explain who the target consumer is for the product, the rationale for why you chose that target consumer, and why the product you designed is unique to the market and represents a significant business opportunity.*

IMPORTANT NOTE: Please ensure the title of your email includes your full name and the role you are applying for (e.g. John Smith, applying for Director of Innovation).

Thank you for your interest in this opportunity, please keep in mind that due to the volume of applications, we will only review full submissions and only those individuals selected for an interview will be contacted.

If you have any questions regarding the role or application process, please reach out to jobs@theideasuite.com.

The closing date for this position is April 30, 2018.