

Are you looking to make a difference in your work? Tired of the traditional grind? Are you excited by new ways of doing things and new approaches to old problems? Do you believe that you can have a positive impact on society and still craft for yourself an interesting career? Do you feel that fun and positive social change are in fact aligned? Do you have a good grounding in business, strong analytical skills and an entrepreneurial nature? If you answered yes to these questions, we should talk...

We are a company that works at the point where cause, company and citizen consumers intersect. We help create meaningful moments that enable all parties to profit and move their relationships forward. We do so both by working for clients (profit and non for profit) to help activate brands and improve their transactional efficacy (support, participate, donate, buy etc) in the moments when all those interests meet and by putting our own projects out into the world.

We are looking to grow our team ([www.publicinc.com](http://www.publicinc.com)) with the following position. If you or someone you know is interested, please send us a CV to Liam ([liam@publicinc.com](mailto:liam@publicinc.com)) to discuss further.

### **Strategist | Public Owned Projects**

The person hired will work closely with the founders of the company to accelerate the development of turnkey programs and campaigns that mobilize the general public to give of their money, time and/or voice to help address/solve pressing social issues through innovative new approaches. These properties are key to how Public Inc will help make doing “good” easier and more fun for millions of people. It’s our own little incubator! The Strategist, Public Projects will develop and assess the viability of our owned project/campaign concepts. The job is:

- Research (competitive analysis, marketplace audits, communication audits, etc.)
- Strategy (developing and honing project ideas)
- Writing (mini business plans, PowerPoint pitch decks, etc.)
- Financial modeling (pro forma financials, investment terms/prospectus)
- Pitching ideas to prospective investors/partners

Ideal qualifications include:

- Relevant work experience – e.g. management consulting/venture capital – MBA ideally
- Understanding of non-profit sector dynamics
- Exposure to start-up environments
- Excellent strategic thinking capacity
- Strong creative conceptualization skills
- Strong research, writing and packaging skills
- Capacity to ‘sell’ an idea
- Ability to see beyond the ordinary solutions
- Great sense of humour
- Passion for change and an appetite for risk

Salary to be negotiated based on experience.