

## Scenario 1 – Investment Banking Associate

Associates in Investment Banking and Mergers & Acquisitions enjoy a stimulating and challenging work environment in which they execute a broad range of transactions. A high degree of responsibility is afforded to those demonstrating initiative and the desire to take on such responsibility.

At the early stages of their career, Associates focus on client presentations, financial modeling, research and mentoring/supervising Analysts. As the individual's career progresses, Associates take on increased responsibilities including directing transactions and participating in business development with the guidance of senior group members. Our Firm brings new Associates in contact with clients at the earliest possible stage, allowing them to gain experience in managing and cultivating client relationships.

### **Responsibilities:**

Evaluating and analyzing the financial needs of corporate clients, including the development of financial models  
Preparing marketing materials and presentations  
Supporting transaction structuring and execution efforts, with increasing levels of responsibility and accountability over time  
Identifying and developing business opportunities with clients  
Mentoring/supervising junior Analysts

### **Major Activities Include:**

Financial and written analysis of companies and industries  
Drafting prospectuses, related documentation and marketing materials for transactions  
Preparing client presentations, (including compiling data and assembling presentation materials)  
Applying product and capital markets knowledge to help clients achieve their financial objectives

- ♣ MBA or relevant Master's degree to be completed by December
- ♣ Proven record of outstanding achievement in academic and extracurricular activities
- ♣ A clearly defined interest in Investment Banking and M&A
- ♣ Strong quantitative skills focused on financial analysis, accounting and financial theory
- ♣ Strong written and verbal communication skills
- ♣ A high level of attention to detail
- ♣ The ability to manage multiple projects simultaneously while maintaining a high standard of work
- ♣ The ability to excel under pressure amid demanding deadlines
- ♣ The ability to perform effectively in a team environment
- ♣ High professional standards
- ♣ Demonstrated ability to quickly adapt to new situations
- ♣ A strong sense of personal integrity and teamwork
- ♣ A high level of energy and a keen desire to learn new concepts
- ♣ Independent thinker and proven ability to make decisions
- ♣ Related industry experience is an asset.

## Scenario 2 – Non-Profit

We are now accepting applications for the position of **General Manager**, This is a permanent, full-time position beginning January 1, 2014.

### **Reports To:**

The Board of Directors, through the Chair or his or her designate.

### **Responsibilities:**

Provide strategic leadership, planning and administrative support to the Foundation.

Oversee the development and delivery of the Catching the Spirit program.

Develop and present to the Board an annual operational plan that drives the strategic, financial and operational direction of the organization.

Work with the Treasurer to prepare and present an annual operational budget to the Board for input, approval and implementation.

Administers the funds of the organization according to the approved budget.

Provide the Board with comprehensive regular reports on yearly operational plans and on the delivery of the CTS program.

Supervise the Program Coordinator (p/t position) and support and assist the Program Coordinator with the selection, development and administration of the CTS summer program leadership team.

In conjunction with the Board, develop, coordinate and implement a communications and marketing plan that effectively creates awareness of and support for the organization that aligns with the Society's mission, vision and goals.

Work with the Board and the staff of the Pacific Parklands Foundation to apply for funding grants and develop funding strategies that help to develop funding relationships with existing and potential corporate partners.

Liaise and communicate with key stakeholders and partners to undertake activities that enhance the visibility and profile of the organization.

In collaboration with the Board, Program Coordinator and key partners - identify and evaluate risks and the development and execution of risk management and safety plans.

Establish a positive, healthy and safe work environment in accordance with all appropriate legislation and regulations.

Oversee the registration process and the registration of program participants.

### **Qualifications:**

At least 4 years' experience in a similar or equivalent role.

Previous experience coordinating a youth oriented program.

Proven organization, administrative and planning skills.

Experience working with and/or administering a not-for-profit Board.

Strong leadership skills and demonstrated ability to be a creative, collaborative Manager.

Effective communication skills – both oral and written.

Experience planning, coordinating and implementing events.

Computer skills with experience communicating through various types of social media (website administration, Twitter, Facebook, blogging, etc.).

Strong Excel and Word skills are an asset.

Passionate about developing strong youth leaders.

Excited about fostering connections between people, the environment and the community.

Must complete a criminal record check upon employment with Foundation.

Ability to take initiative and work independently and as part of a team.

### **Compensation Package:**

Catching the Spirit Youth Society offers a competitive employment package.

## Scenario 3 – Marketing | Brand/Prod. Mgmt.

### Demand Marketing Specialist

We provide technology and expertise for our clients to build and manage online insights communities, engaging with their own consumers and stakeholders on a regular basis through the use of online surveys, discussions, videos and 3D simulations. Our client base includes one third of the world's top 100 brands and our top-notch professionals are spread across the globe in North America, Europe, Australia, Asia and South Africa. And we are getting recognized for our hard work: Vision Critical is amongst Deloitte's Technology Fast 50, BC's Top Employers and Canada's Top Employers for Young People. Join our team!

### About You

You are well versed in the B2B buying cycle and understand the importance of relevant communication in all buying stages. However, you are motivated most by activity at the front of the funnel – specifically email campaigns and other online programs that present prospective buyers the information they seek when searching online for a solution to their business problem. You get a thrill when these campaigns engage, delight and ultimately deliver results.

### Responsibilities

Work with the Director of Demand Marketing and internal key stakeholders to develop, implement and maintain the strategy and plans for email marketing.

Write copy that captures attention and generates interest in our products

Work with the design team to create powerful email marketing collateral

Track and analyze email marketing campaigns to optimize performance and provide reporting of all programs to management

Develop nurture campaigns that help engage and grow the prospect database

Develop marketing ideas that stand out from the competition and generate results

Contribute to the development and optimization of marketing automation (Marketo)

Contribute to ongoing SEO analysis and optimization for visioncritical.com

Apply sound project management skills to oversee marketing projects and deliver actionable results on time

### Attributes

Open-mindedness about non-traditional approaches to marketing. You're confident without being set in your ways. You're well-informed and passionate about emerging trends in marketing and online business and culture

Driven to succeed, self-starter, with a successful record of implementation

Expressive and fearless, can effectively convince and make your point without being abrasive

Egoless, you focus on and do a great job of any given task without complaint

Innovative, you think of interesting and alternative ways to get at a target market

### Requirements

3+ years marketing experience in a corporate B2B environment, preferably high tech environment

3+ years hands-on experience in email marketing.

Strong fundamentals in email marketing

Knowledge of salesforce.com or other CRM systems and marketing automation systems are essential.

University Degree or College diploma in business or communications

Strong background in analytics

Strong copy writing, organizational, problem solving and communication skills

Excellent organization skills to manage multiple and competing tasks and priorities within tight deadlines

## Scenario 4 – Supply Chain

### Supply Chain Analyst

The Supply Chain Analyst supports various business process re-engineering, redesign and change initiatives across both Corporate and Division/Business Unit levels. The incumbent is responsible for documenting business processes, facilitating stakeholder workshops and for generating process and procedure manuals and user learning guides. In addition, the incumbent will perform organizational change readiness assessments and make recommendations to Management for specific areas of improvement.

This role is also responsible for the creation and maintenance of data mining models from JD Edwards and other systems which ensure accurate and timely reporting of key performance (KPI) metrics, Industrial Regional Benefits (IRB) reporting, and other reporting and data analysis requirements.

This position requires a strong data analysis and process-based approach to the various disciplines/operations within the organization.

Complexity in the role is a result of raw data and quantitative information arriving from a number of sources. A significant part of the role is verifying data integrity and accuracy through data mining and analysis. This role is also required to understand existing business challenges, leading cross functional teams in solution building, and drive positive sustainable performance improvement initiatives.

### Education and Experience

Bachelor's degree in related field, Diploma in Business/Operations Management and/or equivalent combination of education and demonstrated experience;

Minimum 3 years work experience in a business environment; preferably in supply chain management. Experience in these would be considered an asset: Data warehousing, data integration, data mining and data reports writing (Business Objects, Crystal Reports, SAP BI, etc.)

Membership in PMI, ISM, PMAC or APICS preferred; enrolment and/or completion of PMP, CPM, CPP, CPIM, CSCP is desirable

### Skills, Knowledge and Required Competencies

Ability to work with data from large and integrated Enterprise Resource Planning (ERP) systems, preferably JDE Enterprise One (or equivalent);

Solid understanding of data quality best practices and data integration concepts and techniques;

Knowledge of quantitative methods and statistical process control/analysis programs, such as Six Sigma and Quality Assurance;

Knowledge of best practices in supply chain management, materials/procurement management and change management;

Knowledge of analytical techniques and financial concepts to define and solve complex business problems;

Excellent oral and written communication skills and effective listening skills;

Strong attention to detail;

Proficient in MS-Office (Excel/Words/Outlook/PowerPoint/Visio);

Adaptability and open-mindedness to change/improvements;

Ability to work well under pressure, problem solve and multi-task; and

Customer service orientation, self-starter and initiative.

## Scenario 5 – Consultant, Strategy & Operations

Consultants and Senior Consultants will have the opportunity to work in one of the exciting Strategy & Operations service lines listed below:

**Corporate Strategy:** We help companies in their efforts to understand their most important decisions from every angle, and we bring a pragmatic approach that helps them transform strategy into an executable plan to deliver sustainable business performance. Specific areas you may work on include business strategy, customer & market strategy, mergers & acquisitions, performance improvement, and business transformation

**Supply Chain Management:** Our Supply Chain Management (SCM) practice helps organizations optimize their flow of goods and services, from suppliers to customers. In other terms, we help our clients get their products where they need to be, on time and on budget. Our practice offers unique services designed to help clients drive value through their supply chain operations including supply chain strategy & planning, strategic sourcing, demand & inventory management, distribution center design & turnkey implementation, transportation planning as well as supply chain systems implementation (APS, WMS, TMS). As one of Canada's top Supply Chain consulting practices, we serve leading organizations across a wide range of industries such as Retail, Consumer Packaged Goods (CPG), Energy and Resources, Healthcare and Manufacturing. In addition to deep operational and industry experience, our practitioners are equipped with a number of professional qualifications, including B.Eng./B.Sc., P.Eng., PMP, CSCP, MBA, etc.

**Finance and Performance Management:** From improving the efficiency of the finance organization, to providing more accurate and timely decision making information, the Finance & Performance Management (F&PM) service line focuses on the needs of the CFO and the finance function. As the role of finance evolves within an organization, balancing the need to be both a strategist and a steward, finance organizations will need to transform their processes, people, and analytic tools in order to manage these changes effectively.

**Public Sector:** We have a thorough understanding of Canadian public sector priorities, generated by servicing the Canadian government since 1963 in all Canadian provinces. Whether it's developing new strategies, improving citizen services, optimizing processes, enhancing government accountability and transparency, or conducting operational reviews, our practitioners work with federal, provincial and municipal governments as well as Crown agencies, and health and education providers to improve their service offerings.

**Healthcare:** Our National Health Services Practice includes more than 150 seasoned professionals across Canada who understand our clients' challenges and specialize in serving all segments of the Canadian health system. Our team has recently grown over the past year, particularly in our eHealth capacity. Highlights of our eHealth areas of expertise include privacy and security, clinical information system planning, patient quality, medication management and integration.

As you begin your career with us, you have the opportunity to leverage your professional background and skills by specializing immediately or by gaining exposure to several industries and competencies during your first few years with the firm. Either way, you are expected to refine your consulting skills and gain a deep knowledge of an industry area or service area as your career develops and you take on increased management responsibilities. To keep your career development on track, we provide you with mentoring and counseling, training throughout your tenure, and an ongoing evaluation process to help steer your continued professional growth.

### Qualifications:

- Demonstrated academic excellence and leadership ability
- Effective communication skills, both verbal and written
- Excellent interpersonal skills and demonstrated ability to work with others effectively in teams
- Ability to thrive in an environment of pressing deadlines and changing conditions across a variety of industries
- Creative ability to conceptualize and articulate new approaches and solutions
- Service-minded attitude and desire to satisfy client needs while remaining committed to the Firm's vision and objectives
- Proven analytical and problem-solving skills