

**POSITION DESCRIPTION: Engagement Lead**

The Capre Group is a marketing consulting firm, with a specialty in Shopper Marketing strategy. We are strategic marketers who specialize in maximizing every shopper trip, in every store, with every brand connection to win with shoppers every time.

We are known for rapidly engaging in our clients' business, with a keen focus on results. We deploy proven engagement teams, highly tailored to the defined business need, in order to best leverage our broad industry perspectives and our proven methods / models to deliver success.

We are currently seeking an Engagement Lead, a senior marketing professional who can successfully lead client consultant engagements and serve on The Capre Group leadership team.

Interested candidates should reply with their qualifications to Melanie Ford at the following email: [careers@capregroup.com](mailto:careers@capregroup.com)

**POSITION: ENGAGEMENT LEAD**

*Summary:*

The Engagement Lead serves as a trusted advisor to client senior leadership and manages teams to deliver outstanding engagement results and client satisfaction on strategic consulting engagements.

*Role:*

Engagement Leads play a critical role in several key areas:

Project engagement delivery

- Ensures high-level strategic thought leadership and alignment with client business goals
- Manages engagement initiation and delivery of projects to ensure on time, high quality and on budget delivery
- Leads team members in delivering key outputs of projects (coaching, problem solving)
- Responsible for implementing process to manage scope with team resources and negotiates with client
- Coaches team members on Capre Group approach and best practices; ensures best practices are followed
- Ensures that knowledge capital is communicated and leveraged across projects

Client Relationship Management

- Manages overall relationship with client management to broaden influence and impact from Capre Group initiatives
- Identifies additional opportunities for Capre Group within client organization

### *Key Work Duties*

The Engagement Lead is responsible for ensuring team members execute with excellence.

- Ensure project initiates with strong start: definition, approach, staffing/resource allocation, team roles, client expectations/success criteria
- Coaches team members and provides thought partnership in work activities across all aspects of the projects (particularly problem-solving and navigating ambiguity)
- Involves project advisor at key cross-roads in projects
- Company management: handles strategic projects to build Capre Group capabilities and market success

### *Qualifications*

- Master's degree in Business, Marketing or another related field
- 15+ years of experience; consulting experience preferred, brand or shopper marketing experience required
- Proven ability to influence at the highest levels of an organization
- Proven track record in managing projects that create business impact
- Strong people management and talent development skills
- Proficiency in applying research, insight interpretation, analytic problem solving and strategic planning skills
- Proficiency in project management, partnering with clients and developing recommendations
- Ability to communicate ideas in a compelling way
- Demonstrated commitment to client satisfaction
- Proficiency in Microsoft Office toolset and leverage latest features

### *Salary*

Salary Range: \$140,000 to \$170,000 plus bonus