



Cinnamon Toast: Business Engagement Specialist Job Description

The Business & Engagement Specialist collaborates and supports both our internal team and our clients in the delivery (and creation of) engaging, data-driven, strategic engagement tactics. They are responsible for ensuring insights collected are accurate, organized and driven by our clients' (and their clients') core objectives and project needs. The Business Engagement Specialist also provides operational and business support on current processes and works with management to identify opportunities and solutions to meet current and future business needs.

You Are:

- **Collaborative:** You are a team player who exudes confidence and readily offers and accepts mentorship and feedback.
- **Communicative:** You can readily assemble, organize, and put forth ideas and critical information, and can articulate challenges in a respectful and forward-thinking manner.
- **Strategic:** You understand our clients' unique challenges – especially those that are unsaid – and can develop a logical roadmap or plan of attack to address them.
- **Motivated:** You are able to operate with minimal supervision and always put your best effort forward. You thrive while working under pressure and feel confident delivering on tight deadlines.
- **Analytical:** You are able to think 'big picture' and help companies identify unexplored opportunities.

Primary Responsibilities

- Leads the development and implementation of stakeholder engagement strategies;
- Provides strategic advice, guidance and/or recommendations on stakeholder engagement;
- Develops and creates engagement strategies, tools and tactics;
- Identifies stakeholder issues, generates insight on key stakeholders, and assesses the organizational climate;
- Nurtures stakeholder networks and facilitates conversation in a comfortable, inclusive, and positive manner
- Ensures engagement activities stimulate intended information outcomes for the project's benefit
- Leads and develops data analysis/finding reports including strategic recommendations;
- Liaises with clients and members of the team;



- Interprets client briefs and becomes familiar with client products/services, target audiences, and competitor activities;

Qualifications

- University or College Degree (in one of the following: Business, Computer Science, Management, Business/Administration)
- 3+ Years Work Experience

Nice to Haves

- Experience working with senior management
- French is not required but would be considered a bonus