

Position Specification

# **Global Risk Institute in Financial Services**

**Director, Communications and Marketing**

May 2020

## POSITION SPECIFICATION

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<b>Position</b>	Director, Communications and Marketing
<b>Company</b>	Global Risk Institute in Financial Services
<b>Location</b>	55 University Avenue, Suite 1801 Toronto, Ontario M5J 2H7
<b>Reporting Relationship</b>	Chief Operating Officer
<b>For more information</b>	info@globalriskinstitute.org

### COMPANY BACKGROUND/CULTURE

The Global Risk Institute (GRI) is a premier organization that defines thought leadership in risk management for the financial industry. GRI brings together leaders from industry, academia, and government to draw actionable insights on emerging risks.

The organization was founded in 2010 as a result of efforts by the financial industry, the Bank of Canada and the provincial and federal governments to build capacity to manage and prevent risks within Canada's financial institutions and to build a global profile for the industry. There were 16 founding financial institutions, with the Governments of Canada, Ontario, TD Bank Group and Manulife Financial acting as core sponsors.

Through engagement activities with its member institutions, GRI builds integrated risk management capacity for private and public sector professionals. It also act as a hub, stimulating evidence-based debate between regulators, practitioners and academics engaged in risk. GRI's objectives are to:

- Improve risk management in the financial services sector.
- Deepen and broaden the collective understanding of financial and non-financial risk through research, education and training.
- Develop practical strategies for members to better manage risk and return.
- Enhance the global profile of Canada's financial industry.
- Bring global risk thinking to Canada and take areas of Canadian risk leadership to the world.

GRI's industry partnerships have now grown to 45 member organizations, including Canada's leading banks, insurance companies, pension and mutual funds and financial crown corporations. GRI's output, including papers, engagement events and the recently launched national pension hub, has markedly increased over the last several years.

GRI has now established itself at the forefront of research and education in financial risk management and is poised for further growth across the full range of its mandate.

## KEY RESPONSIBILITIES

The Director, Communications and Marketing will lead a team of professionals with a mandate to deliver and execute various programs in support of the education, events and research initiatives undertaken by GRI.

### Communications Mandate:

Create and maintain editorial calendar in consultation with the Executive Team and the Executives in Residence. Prepare the bi-monthly newsletters for GRI membership. Work with the external communications consultants to promote GRI in the media.

Oversee the management of GRI's website and social media communication channels.

### Marketing Mandate:

Engage in and lead the development of all collateral materials, stewardship of brand look and feel for all public documents, presentations and content, website management, social media and membership communication through various formats.

### Events Mandate:

Lead the execution of a variety of events aimed at the GRI membership in the form of in-person events, education programs roundtables and webinars. Ensure the success of the development and delivery of the Annual Summit.

## YEAR ONE CRITICAL SUCCESS FACTORS

- Develop a comprehensive Marketing and Communications Strategy which will align with GRI's focus and objectives and is consistent with the Board approved Strategic Objectives
- Develop and maintain a strong and stable team and an internal culture of collaboration and excellence.
- Formulate marketing and communications strategies to promote the GRI brand.
- Oversee a media relations campaign to raise the profile of GRI.

## PROFESSIONAL EXPERIENCE/QUALIFICATIONS

The Director will be a team player with a proven ability to collaborate with executives and thought leaders from different backgrounds.

- Excellent communication and interpersonal skills, and ability to act as an advocate and spokesperson for GRI and, more broadly, financial service sector risk management in Canada.
- Demonstrated adaptability in using different leadership styles and a willingness to make difficult decisions when necessary.
- Ability to effectively engage, balance the interests of and build effective relationships with a broad range of stakeholders.
- Experience crafting messaging, headlines and managing social media channels
- Content marketing experience including using search engine marketing tactics to promote content
- A strong communicator with the ability to clearly, logically, convincingly, diplomatically, and effectively express himself/herself, both verbally and in writing
- Has had exposure to all core marketing functions: media relations and communications, event management, website development, using social media, and creating video and digital content
- Highly organized, with superior ability to take initiatives from the concept to final execution stage, and thereby drive tangible organizational outcomes.
- Exposure to/credibility with the financial sector, public sector and/or regulatory institutions.
- Bilingual an asset

## EDUCATION

- Bachelor's degree in a field relating to Business Management, Communications or Journalism.
- 10+ years' experience of working in a Marketing and/or Communications and/or Public affairs function in either the financial services industry, government, or a public-private partnership with a clear track record of success
- Experience in managing strategic initiatives and projects
- Familiarity with, and ability to work well in collaborative, complex, multi-stakeholder environments
- Ideally has had exposure to all core marketing functions – Media Relations and Communications, Event Management, and Website Development

## COMPENSATION

A competitive compensation package.