

Position Specification

Global Risk Institute in Financial Services

Senior Manager, Communications

March 2022

POSITION SPECIFICATION

Position	Senior Manager, Communications
Company	Global Risk Institute in Financial Services
Location	55 University Avenue, Suite 1801 Toronto, Ontario M5J 2H7
Reporting Relationship	Chief Operating Officer
For more information	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 risks globally.

The organization was founded in 2010 as a result of efforts by the financial industry and the federal government to build capacity to manage and prevent risks within Canada's financial institutions and to build a global profile for the industry.

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

- Build risk management capacity in the financial services industry
- Leverage our convening capability to foster effective conversations among the public and private financial sectors
- Deepen and broaden our collective understanding of financial industry risks through research, education, and events
- Continue to expand our financial industry membership reach and engagement, while building our brand in risk management

GRI has become the leading forum for ideas, engagement and emerging trends in risk management in the financial services sector and is well positioned for the future. Through ongoing growth in its partnerships, membership and programming, GRI continues to build strong connections, provide critical research, education and events for risk leaders globally.

KEY RESPONSIBILITIES

The Senior Manager, Communications will guide a team of professionals with a mandate to deliver and execute various communication and marketing programs in support of the education, events and research initiatives undertaken by GRI.

Communications Mandate:

- Create and maintain the editorial calendar in consultation with the Executive Team
- Prepare newsletters for GRI membership
- Work with 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
- Develop and execute social media strategies and drive marketing plans to support the overall business objectives
- Engage external 3rd parties as needed in support of key initiatives
- Apply a consistent and compelling approach to marketing communications including personality, visual identity, and brand standards
- Maintain regular analysis and reporting of all marketing initiatives

Events Mandate:

- Support the success of GRI events through the development of collateral, presentations and marketing materials.
- Support the success of the development and delivery of the Annual Summit through collateral, material development, and communications execution.

YEAR ONE CRITICAL SUCCESS FACTORS

- Execute Marketing and Communications
- Formulate marketing and communications programs to promote the GRI brand in alignment with all stakeholders
- Oversee a media relations campaign to raise the profile and exposure of GRI
- Support the marketing team members in achieving and delivering on their established objectives by creating an engaging environment for their success

PROFESSIONAL EXPERIENCE/QUALIFICATIONS

The Senior Manager will be a team player with a proven ability to collaborate with executives and thought leaders from different backgrounds and levels, inside and outside the organization, driving key initiatives in support of our branding and event management.

- Excellent communication and interpersonal skills
- Demonstrated adaptability and professionalism in using different leadership styles and a willingness to make difficult decisions when necessary
- Familiarity with, and the ability to work well in a collaborative, complex, multi-stakeholder environments
- Experience creating messaging, headlines and managing social media channels
- Content marketing experience including using search engine marketing tactics to promote content and drive engagement
- A strong communicator with the ability to clearly, logically, convincingly, diplomatically, and effectively express himself/herself, both verbally and in writing with a view to the audience
- A strong ability to influence at all levels and can switch gears quickly based on changing demands
- Exposure and experience in regard to all core marketing functions – Media Relations and Communications, Event management, Website Development, Social Media, and Video and Digital Content
- Experience in managing and delivering on key strategic initiatives and projects
- Demonstrated initiative and is highly organized, with superior ability to take projects from concept to final execution stage, and thereby drive tangible organizational outcomes
- Exposure to/credibility with the financial sector, public sector and/or regulatory institutions
- Bilingualism is an asset

EDUCATION

- Bachelor's degree in a field relating to Business Management, Communications or Journalism
- 8+ years' experience 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 and meeting deliverables

COMPENSATION

A competitive compensation package aligned to market.

TO APPLY

Please provide a short cover letter telling us why you're a great fit for the organization and this role. Include your resume and submit the package by April 1st to:

Suk Yee Ang
 Director Finance and HR
 sang@globalriskinstitute.org

Please note that only candidates selected for an interview will be contacted