

Position Specification

Global Risk Institute in Financial Services

Director, Marketing and Communications

August 2022

POSITION SPECIFICATION

Position	Director, Marketing and Communications
Company	Global Risk Institute in Financial Services
Location	55 University Avenue, Suite 1801 Toronto, Ontario M5J 2H7
Reporting Relationship	COO
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 Director, Marketing and Communications is responsible for developing and implementing all external and internal communications for GRI, including identifying and creating content for our members and senior executives for both conventional and digital media, publications/newsletters, presentations, podcasts, speeches, and other communications. The Director, Marketing and Communications is also responsible for leading in the proactive strategy and execution of all media and public relations and in the strategy and oversight of company-wide business analytics. The incumbent will lead a team, currently comprised of 4 associates.

Specific responsibilities include:

- Responsible for all content delivery on digital platforms & social media
- Managing digital campaigns and projects from design to delivery and analyzing relevant data and metrics for monthly/quarterly/annual reports and identifying new technologies and trends to showcase
- Oversee daily activities of direct reports, including Graphic Designer, Manager Communications, Business Analyst and Digital Communications Specialist
- Supporting e-delivery of webinars, roundtables, blogs, podcasts, etc.
- Leading the media and public relations strategy and developing content that promotes GRI research, events and education for all channels – member newsletter, media relations, publications, website and social media.
- Leading and overseeing content creation (e.g., photography, graphic design, charts, polls, scripts) and supporting development of corporate communication materials for all stakeholders, including writing news updates and articles, developing key messaging and speeches for senior executives, and editing publications and corporate reports as required.
- Oversee data analysis needs of GRI and lead in developing solutions
- Other projects/duties as assigned

12-MONTH CRITICAL SUCCESS FACTORS

- Complete and provide an all-encompassing requirements analysis that determines and implements an appropriate content management solution that addresses member needs and provides flexibility and ease of use in maintaining, adding/updating corporate content
- Deliver and launch a comprehensive and inclusive corporate website that provides security, stability and scalability for a sophisticated and growing member-based organization with the ability to scale easily as content requirements expand
- Develop and present compelling corporate content that delivers a high-quality digital experience, supports multi and omni channel delivery, aligns with GRI's focus and objectives and is consistent with approved strategic objectives and vision
- Provide a data analysis platform that tracks and evaluates the use and effectiveness of the content and content management system

- Develop and oversee execution of comprehensive media/PR and podcast strategies
- Ensure a seamless, automated process is in place for the collection, analysis and dissemination of data

PROFESSIONAL EXPERIENCE/QUALIFICATIONS

- Exceptional visual and written content development skills with experience in writing using various communication vehicles
- Excellent communication and interpersonal skills, with an ability to clearly and effectively articulate himself/herself, both verbally and in writing
- Experience designing and implementing media and PR plans
- An accomplished people management leader who is not afraid to roll their sleeves up to get the job done
- Highly organized with keen attention to detail, results-oriented with a proactive disposition
- Knowledge of accessibility standards and responsive design
- Experience with core marketing functions including, website development, managing social media, creating video and digital content, and corporate communications
- Financial industry experience is an asset
- Previous experience with data utilization is an asset

EDUCATION

- Undergraduate degree in communications, journalism, public or media relations, or related field, or demonstrated experience in one or more of these areas for at least ten years.

COMPENSATION

A competitive compensation package.

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 to:

SukYee Ang
Director, Finance
sang@globalriskinstitute.org

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