



Position Title: Director, Communications
Location: Toronto
Status: Permanent Full-time

The Investment Industry Association of Canada (IIAC) is the national association representing the position of 117 IIROC-regulated Dealer Member firms. The IIAC works to foster a vibrant investment industry to meet investor needs.

The IIAC speaks to regulators and government with a strong voice on the issues that matter to investors, investment dealers and capital markets. It drives greater awareness of investor needs and business and industry trends, and supports members with an array of services to meet their business needs.

The IIAC Communications team plays a key role in supporting and elevating the IIAC's activities through engaging written materials, events, and outreach activities with key stakeholders, including IIAC member-firms, regulators, governments, investors and members of the media.

We are currently seeking a Director of Communications.

Key Responsibilities:

- Lead the development and execution of effective communications plans and strategies that are aligned with the Association's vision and mandate.
- Lead the successful branding and marketing of the IIAC, its services, contributions, and events.
- Lead the IIAC's online presence and promotion (web copy, digital articles, and social media) and research, writing, and editing of communications materials, including newsletter, flagship publications, blog, brochures, news releases, and e-communications with members.
- Assist in the planning and organizing of events and webinars, and sponsorship.
- Develop and maintain relationships with a wide range of media contacts, including major national and regional newspapers, business magazines, broadcast media (television and radio) and online publications.
- Stimulate positive coverage in the media and maintain a program of monitoring and interpreting media results with a continuous improvement plan.
- Oversees daily media (traditional, trade and social) environment scans.
- Prepare executives for media interviews and public engagements with well-thought-out and researched briefing notes, backgrounders, presentation materials and speeches.
- Contribute to the design, issuance and analysis of member surveys.

Education/Experience

- A post-secondary degree in communications, public relations, government relations, marketing, business, economics or journalism.
- 8+ years relevant work experience in communications or public affairs.
- Knowledge of the financial services/securities industry, and familiarity with investment industry terms and concepts.
- Experience in public policy and regulatory/legal issues.
- Experience interpreting and writing on complex and technical issues for diverse audiences and various media in a concise and accurate manner.

Key Skills and Competencies

- Demonstrated experience in key message development.
- Experience with primary social media platforms.
- Demonstrated ability to think and react strategically.
- Highly collaborative and versatile self-starter, with a can-do attitude.
- High-level of accountability for the quality and timely completion of assignments.
- Ability to juggle multiple projects and priorities on time.
- Knowledge of WordPress.
- Strong writing, content development, editing and proofreading skills with detail orientation.
- Ability to communicate in French an asset.

Qualified applications may submit their application to publicaffairs_affairespubliques@iiac.ca, using “Director, Communications” in the subject line, by **November 5, 2021**.

We appreciate all applicants, however, only those who most closely match job requirements will be contacted.