



COMMUNICATIONS LEAD (CONTRACT)

At a time when society is facing unprecedented technological disruption in all walks of life, Canadians have a greater need than ever for personal financial planning advice with a human touch. That's where we come in.

We're [FP Canada](#). We are a team of passionate and progressive professionals, dedicated to championing financial wellness for all Canadians by certifying financial planners and leading the advancement of professional financial planning in Canada.

We are pioneers and leaders in our space, driven by a shared purpose to make a positive societal impact. By providing the financial planning profession with the leadership it needs, we strive to help financial planners ensure their clients achieve financial well-being in the digital era.

If you're looking for a varied role, in which you can leverage your years of product marketing experience, and work towards a common good with a team who share your values, then this may be the perfect role for you.

Communications Lead

In this role, you'll be involved in every launch and campaign, acting as our chief storyteller. By getting to know our strategy and our stakeholders' needs, you'll produce strategic and compelling communications that capture attention and drive results.

You'll support the delivery of the online and print Integrated Annual Report and play a key role in events like Financial Planning Week. With your deep financial services media experience, you'll be our media contact, lead our Media Ambassador program and oversee our external PR agency. You'll be responsible for consumer-facing market research, writing and editing material, and ensuring marketing campaigns and communications reflect our brand voice.

Practically speaking, you'll be responsible for the following areas and duties:

- **Writing and Editing** – write and edit submission papers, articles, op-eds and speeches for senior management and as well as content for email campaigns, publications, social media, etc.; and maintain a written style guide to ensure all communications speak cohesively in one voice
- **Editorial and Campaign Management** – deliver and execute annual editorial plan for print and digital publications; lead consumer content marketing strategy, editorial management of consumer website, and execution of our consumer facing media and social strategy

- **Media Relations** – develop and implement public relations plan, press releases, media pitches, briefing documents; handle media relations, and handle all media inquiries
- **Events** – support Financial Planning Week by writing executive speeches and campaign key messages, handling media relations, and overseeing annual Globe and Mail advertising program

To succeed in this role, you'll need to have excellent verbal and written communication skills, an eagle eye for detail, and a knack for always finding the perfect word or phrase as you write and edit persuasive materials.

You'll need to be able to research and learn quickly and solve problems to meet competing demands. You'll also need strong project management skills as you remain organized and prioritize accordingly. As a Lead, we'll look to you to proactively identify areas for improvement and make recommendations. We're a small organization with an all hands-on-deck mentality and are looking for a team player who is willing to jump in to support as needed.

If the opportunity to work in an organization dedicated to championing better financial wellness for all Canadians excites you, then we want to meet you.

Working with FP Canada

This is a full-time 15-month contract covering a maternity leave, working Monday to Friday with flexible core hours and ability to participate in our summer Friday's program. You'll earn a competitive annual salary and will accrue personal and vacation time. Our office is in downtown Toronto, but due to COVID-19 you'll need to be comfortable working from home to start.

Our team is service-oriented, passionate, and driven to make a societal impact. We are a team of trustworthy, progressive, and principled professionals, who strive for and demand excellence, integrity, and respect from each other as well as our external stakeholders. We value collaboration and flexibility, and together have created a collegial and positive work environment. You'll join us at an exciting time in our growth as we prepare to launch a number of innovative programs and services, and will play a key role in this.

Qualifications

- 5+ years of experience in a communications or public relations department, responsible for writing and editing content
- Experience working in the financial industry, or for a financial certification body, financial services provider, or financial-based association
- Post-secondary degree or diploma in public relations, journalism, English, communications, or similar
- Proven exceptional writing and editing skills across a variety of formats and media platforms
- Experience interviewing, communicating with, and working with senior executives
- Experience liaising and coordinating with media contacts and partnering with a Communications agency
- Fully fluent in both English and French (an asset)

How to Apply

*Please note that due to the current circumstances with COVID-19, you'll need to be comfortable with a virtual interviewing and onboarding process. You'll be provided with training and the technical equipment, but for physical distancing purposes you'll begin training and working remotely.

[Apply online here](#)

Our online application will give you the option to apply to this role as a complete person – not just a resume. The application will assess your qualifications, personality traits and workplace preferences, and should take 10 to 15 minutes to complete. After submitting, you'll receive an email inviting you to log in and view your assessment results.

We strive to build a team that reflects the diversity of the community we work in and encourage applications from traditionally underrepresented groups such as women, visible minorities, Indigenous peoples, people identifying as LGBTQ2SI, veterans, and people with disabilities.

We will review applications, **with priority given to those who have completed the assessment** and look forward to hearing from you.