



JOB DESCRIPTION SUMMARY

TITLE: EXECUTIVE DIRECTOR OF EXTERNAL RELATIONS AND COMMUNICATIONS

BUSINESS UNIT / ORGANIZATION: SFPP CORPORATION

REPORTS TO: CHIEF EXECUTIVE OFFICER

EFFECTIVE DATE: *

PURPOSE:

Reporting to the Chief Executive Officer, this position strategically plans and implements interactions and communications with external parties including members, Plan employers, Police Associations, service providers, the public, other pension plans, the government, and others for the purposes of education, reputation management, advocacy, and brand marketing.

KEY ROLES AND RESPONSIBILITIES

This position will take on the management of two existing portfolios, External Relations and Communications. While the portfolios are related, they each bring unique responsibilities.

On the External Relations side, the Executive Director will develop and implement plans to maintain and build relationships, including advocacy partnerships that strategically align with the organization's goals. This role will develop a program to solicit concrete, usable feedback from external parties. As with all SFPP Corporation staff, the Executive Director is an ambassador for SFPP Corporation, and will promote, advocate, and represent the achievements of the Plan and the Corporation.

In the Communications portfolio, the Executive Director will design and execute strategic opportunities and events to communicate about the Plan and SFPP Corporation. The role may also require responsive communications when needed. All activities will be defined in specific work plans, and their execution will be measured against key pre-established metrics.

The successful candidate in this position will be involved in event planning and other task execution and management.

SCOPE/COMPLEXITY:

The Executive Director of External Relations and Communications reports directly to the CEO and is jointly responsible for strategic planning and the efficient execution of external relations and communications programming including:

- Manage SFPP's and SFPP Corporation's online presence, including content strategy and website maintenance
- Plan and execute external engagement strategies, including advocacy
- Collaborate with CEO to plan and execute executive communications
- Event support
- Plan and create member-based communications, tools, and resources (such as handbooks, news articles, reports, videos, and presentations) based on an understanding of members' information needs

SCOPE/COMPLEXITY:

- Engage in government relations
- Crisis communications
- Develop voice and brand guides and ensures consistent application
- Environmental scan

KNOWLEDGE, SKILLS & ABILITIES:

This position requires knowledge, skills and abilities in the areas of:

- Task execution, time management and organization
- Teamwork as well as independent individual execution and responsibility
- Relationship building and communication
- Data-driven decision making
- Interpersonal skills – internally and externally
- Positive and focussed problem solving
- A growth mindset

QUALIFICATIONS: List education or experience required for the job. Indicate type of Degree or Diploma required.

- The ideal candidate will have an educational and experiential background that supports skills in the areas of external relations and communications, along with supporting the ability to strategically plan and execute programming and perform administrative responsibilities.
- A university or similar degree in business, marketing, public relations, communications, or related field.
- The individual will have a minimum of 5 years of related work experience.
- Educational or employment experience in pensions is an asset.
- The candidate will have proven experience in initiating, developing, and executing external relationships and communications strategies and plans.

INDEPENDENCE OF ACTION/AUTHORITIES:

This position reports to the CEO and requires independence in research, planning, and execution, with the oversight of the CEO. Applies judgment in balancing conflicting priorities.

LEADERSHIP, MANAGEMENT, SUPERVISORY, ADVISORY AND TEAM RESPONSIBILITY:

- Communications Manager