**About FMI**

The Financial Management Institute of Canada (fmi\*igf) has been providing professional development to the public sector since 1962.  
As a nationally recognized, not-for-profit  association, fmi\*igf offers national and regional learning and development events, cutting-edge online courses, along with a blog and webinars that focus on providing thought leadership and insights to all three levels of the public sector financial management community.

Our mission is to educate, inspire and empower.

**About the Opportunity**

Reporting to the CEO, The Director of Marketing is the key architect responsible for overseeing the management of the FMI brand on a national level, and maintaining the organization’s reputation within the public sector financial management community.   This includes the overall management and development of communications and marketing strategies, learning activities and content.

The successful candidate is a highly collaborative, influential, and experienced senior leader with a proven track record of devising and leading learning event marketing strategies that engage, motivate, and will continue to grow the association’s brand and membership.

fmi.igf offers industry competitive compensation and flexible work arrangements. with an annual salary of $96,000

**Responsibilities include:**

* Develops the national integrated marketing and communications strategies, oversees the implementation to a consistent standard and measures results to broaden the reach and deepen the impact of FMI's projects; Leads Social media strategy, content and online presence including themes, speakers, etc.
* Departmental accountability for all communications for FMI (Social, paid advertising, partnership development, strategic partnerships, community partnerships);
* Ensures the planning, production and distribution of external reports, newsletters and publications; and oversees development and dissemination of communications, promotional and project materials including translation; Oversee and approve all marketing campaigns, and content
* Enable revenue and brand awareness through strategic communications, strategic partnerships, lead generation strategy, digital marketing and content development
* Manages product life cycles (events, webinars, e-Journal, websites, training courses)
* Builds and nurtures strategic partnerships with industry associations, all three levels of government; Manages co-marketing relationships: Sets up agreements with associations and partnerships to extend reach; Builds and sustain networks, media contacts, government departmental communications personnel and organizational stakeholders;
* Establishes and implements quality standards and workflow processes to measure and report on product and event performance
* Ensures partnerships with external providers reflects FMI's vision, brand and strategic intent in particular the online presence
* Partners with stream leads for key events to shape content and support delivery on brand and as contracted; Partners with Business development to develop FMI prospectus and content; Partner with third parties to deliver e.learning courses
* Provides marketing expertise to the event team on communications; delivering on event objectives and related activities to deliver on key performance indicators related to FMI events
* Reporting, Analytics and Insights: Sets targets and uses data analytics to plan and optimize creative content; shares insights within the marketing team and across organization to influence sales and sponsorship offerings
* Supports marketing and communication staff, to ensure collaborative efforts from ideation to implementation and client experience management
* Other duties as directed by the CEO

**Knowledge Skills and Abilities (KSAs)**

**FMI Core Competencies**

* **Business Acumen:** Understands the relationship between the Company’s goals and vision and how their role supports delivery on both. Knows how businesses work; knowledgeable about current and possible future policies, practices, trends, and information affecting his/her role; knows competition; is aware of how strategies and tactics work in the marketplace and is sensitive to both internal and external impacts they will have. Thinks and acts like an owner; Models professional and business way of being both internally and externally.
* **Collaboration:** Works cooperatively with others, both internally and externally, to achieve organizational goals. It includes being flexible in the use of processes, resources and tactics, and a willingness to share responsibility and accountability for the output of the group. It’s about meeting personal professional commitments to the group and supporting others as required, to achieve organizational goals. It includes appreciating and respecting diverse and varying perspectives and putting the business goals ahead of personal preferences.
* **Communication:** The ability to listen, speak, explain, persuade and influence others by expressing thoughts and views concisely, effectively and appropriately in a range of different settings to hold attention and achieve desired impact. Uses appropriate language, pronunciation and tone to enhance understanding; demonstrates professionalism through body language and the ability to use a wide range of behavior to establish and maintain acceptance from others.
* **Results orientation:** Ability to set and accomplish challenging goals, focus efforts on achieving quality results consistent with FMI’s vision; Includes the ability to synthesize information and decide on actions, engaging in reflective, analytical, and independent thinking and to understand the logical connection between ideas (critical thinking) and an aptitude for managing high volume workloads while paying close attention to detail (time management). Has the ability to deal with obstacles and leveraging support available to recover from setbacks.
* **Innovation orientation:** Works beyond conventional thinking and demonstrates a willingness to take calculated risks and try out different solutions. Generates and implements creative solutions and novel ways to achieve FMI’s goals. It requires an inventive approach to looking at business problems, commercial issues and/or opportunities
* **Adaptability:** Constructively adapts style in the face of ambiguity, uncertainty and risk; strives to constantly learn and improve, challenge the status quo, consistently perform, embrace change and initiate opportunity. Approaches new situations with an open mind, versatility and agility. Demonstrates a positive attitude, resilience and openness to changes, recognizing that much change is externally driven, learns quickly when facing new problems, is open to change, analyzes both successes and failures and enjoys the challenge of the unfamiliar.
* **Integrity and Ethics:**  Upholds social, ethical, norms and values of that FMI holds important; firmly adheres to codes of conduct and ethical principles; behaves consistently, and is open, honest and trustworthy; acts without consideration of personal gain.

**Administration:**

* Knowledge of Microsoft Office
* ASANA (project Mgmt tool), GOOGLE Docs, Dropbox
* Ability to travel

**Education**

* Post-Secondary diploma or degree preferably in Marketing, Communications, Public Relations, Business or an acceptable combination of education and experience.

**Experience**

* Minimum 7 years of progressive experience in marketing and communication in particular managing large scale events with particular focus on public sector with 3 years leading teams
* Experience working with B2B or B2G working with executives across client groups
* Experience or network within the industry and across all levels of government
* Knowledge of the Conference/Events Industry is required as well as planning, coordinating and hosting events and meetings
* Experience developing, implementing and evaluating communications plans and materials
* Experience balancing competing priorities; an aptitude for managing high volume workloads while paying close attention to details
* Experience with website and social media management
* Experience in design and overseeing print production is an asset
* Experience leading and coaching teams to success and creating strong productive work environments
* Bilingualism: French and English is an asset

Interested applicants should submit their resume and letter of interest to [careers@fmi.ca](mailto:careers@fmi.ca)