
Marketing Operations Manager

Location: Mississauga/Toronto, Ontario	Posted Date: December 15 th , 2021
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Overview:

BCU Financial is looking for an enthusiastic, data-driven individual to handle the majority of the marketing funnel for BCU. The Marketing Operations Manager holds many responsibilities, which include the oversight and management of the marketing team. The Marketing Operations Manager is charged with monitoring, measuring, and analyzing the effectiveness of marketing initiatives as they relate to BCU's overall goals. Reporting to the Head of People, Communications and Community, this person will also work closely with the VP, Operations, and the Accounting Department. Together, they manage the relationship between marketing and sales, and the member experience to ensure that both sides are optimized to deliver and work on the overall BCU business development strategy.

This individual is ultimately responsible for the development, implementation and evaluation of corporate strategies, based on initiatives and direction identified by Senior Management and the Board of Directors. He/she is responsible for building a strong and reputable outlook for BCU, and sustaining that reputation to ensure quality of service and reliable customer satisfaction. This individual will ensure that high-quality services and direct and/or indirect communications are delivered effectively, efficiently and consistently.

Collaborating with the Head of People, Communications and Community, Senior Management and the Board of Directors, the Marketing Operations Manager will be responsible for developing a strong and achievable marketing strategy by studying economic indicators, tracking changes in supply and demand, identifying customers and their current and future needs, and monitoring the competition.

This individual will be tasked with making projections about the quality of the sales and marketing pipeline and spot efficiencies that will make the company work better as a whole. The Marketing Operations Manager will work to create scalable processes that ensure best practices in lead generation and database management. He/she will also conduct complex data analyses that will be used to inform strategic decisions by senior management and the Board of Directors.

Responsibilities:

- Assume overall responsibility for developing the annual marketing plan for BCU Financial Group, and implement directives to marketing team and all relevant staff at BCU.
- Organize and lead marketing and strategy meetings on a regular basis whereby ongoing projects and results are reviewed by the Marketing Committee.
- Report on Marketing Committee and strategy activities to Senior Management

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- Create and maintain open lines of communication with all other departments and entities within BCU Financial Group.
 - Prepare new product marketing plans for product introductions in cooperation with Senior Management.
 - Contribute to marketing effectiveness by identifying short-term and long-range issues that must be addressed
 - Provide short and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.
 - Influence present and future products by determining and evaluating current and future market trends.
 - Manage technical aspects of key marketing systems (marketing automation, customer relationship management used to generate, distribute, and report on leads or sales.
 - Establish and maintain scalable processes that ensure best practices in any given campaign.
 - Create and maintain metrics reports on marketing and sales activities, effectiveness, and business impact.
 - Analyze marketing and sales data to develop insights and make recommendations on areas for optimization.
 - Evaluate new technologies and add-on applications to improve and optimize marketing team performance.
 - Recommend options and courses of action.
 - Determine BCU presence at conventions, conferences, annual meetings, trade shows, seminars, community events, etc.
 - Complete marketing department operational tasks and achieve financial objectives by operating within an approved budget.
 - Maintain marketing staff work ethic by monitoring and appraising work results. Providing feedback and direction, and disciplining employees, as necessary.
 - Maintain professional and technical knowledge by attending educational workshops.
 - Stay on top of trends by reviewing professional publications, establishing personal networks, and participating in professional societies and special interest groups.
 - Contribute to team effort by accomplishing various tasks as needed.
 - Manage positive company brand and reputation both internally and externally.

Requirements:

- BA, college certificate, diploma, or equivalent working experience.
- Past experience in public relations, corporate communications, content marketing, relationship management, or business development.
- Strong computer skills, analytical skills (including use of Microsoft Excel) and experience with reporting and data analysis.

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- Technically capable, excellent communicator and creative thinker, with an ability to use data to inform all decisions and a desire to improve processes.
 - Experience in effectively managing a team, implementing successful internal operations procedures, quality control and an effective approval process.
 - Experience in developing, implementing and evaluating communications plans and materials.
 - Strong verbal and written communications skills in English. Bilingual (Ukrainian/English) written and verbal skills are considered an asset.
 - Exceptional organizational abilities and time management skills, ability to meet deadlines, multitask and prioritize workload.
 - Experience with event management and sponsorships.
 - Bonus skills: Adobe Creative Suite.

Compensation:

This is a full-time position offering a competitive compensation and benefits package commensurate with experience and qualifications.

BCU Financial is a member-owned, financial cooperative dedicated to improving the lives of members and their community. BCU Financial is a part of BCU Financial Group – a fast-growing Ontario-based financial group providing Canadians with diversified services and products. BCU Financial Group offers its members a real alternative to high-fee, big-name banking by providing no-fee chequing accounts, competitive savings accounts, loans, mortgages, cards, investment services, online banking, and insurance services. BCU Financial, together with its BCU Wealth Management division, currently oversees \$1 billion in assets.

BCU Financial Group also recognizes the importance of building a strong community. That's why it provides generous sponsorship funding annually to a wide array of community-based projects and activities. The Credit Union and its member-supported charitable institution, BCU Foundation, provide sponsorship funding of over \$1 million annually for community organizations, charity fundraisers, student scholarships, cultural events, and educational projects.

BCU Financial Group is an equal opportunity employer dedicated to building an inclusive and diverse workforce. BCU Financial Group provides accommodations during the recruitment process upon request. Requests received relating to accommodation will be addressed confidentially.

Please submit all applications to Ivanna Purkiss, Head of People, Communications, and Community, at ivanna.purkiss@bcufinancial.com.