

Stakeholder & Communications Coordinator

Location: Mississauga/Toronto, Ontario

Posted Date: December 15th, 2021

Overview:

BCU is seeking a Stakeholder & Communications Coordinator to play an integral role in fostering and nurturing a strong and positive relationship with BCU Financial Group members, clients, stakeholders, and local Ukrainian-Canadian media. This individual will be responsible for coordinating and managing all BCU social media accounts by implementing strategies and tactics that grow our followers, engage and retain them, and help convert them into leads, clients, members, and active fans and promoters of BCU Financial Group. This individual will also be responsible for all English and Ukrainian language content creation including regular contributions to local media (including newspaper articles, television interviews, television commercials, radio interviews, radio commercials, etc.) and development of news releases as necessary.

The Stakeholder & Communications Coordinator will help implement BCU's overall communications and marketing strategy. Reporting to the Head of People, Communications, and Community, the Stakeholder & Communications Coordinator will work collaboratively with the management team and marketing staff to develop and implement communication strategies which will broaden BCU's impact and overall messaging, and will be responsible for keeping BCU's brand and voice consistent across daily published content.

This individual will assist the Community Relations and Creative Coordinator in liaising with all of BCUs stakeholders regarding upcoming community events and BCU's involvement in sponsorship, advertising, and/or participation of BCU staff.

This individual should have command of best practices and trends in social media, traditional media and email marketing, knowledge of Canada's anti-spam legislation, have a comprehensive understanding of the industry, and experience in blogging to achieve business goals. He/she should enjoy being creative and understand how to both build and convert a digital audience.

Responsibilities:

- Build and manage the company's social media profiles and presence, including a BCU Financial Group websites, Facebook, LinkedIn, Instagram, and additional channels that may be deemed relevant.
- Create shareable content appropriate for specific networks to spread both our brand and our content.
- Optimize content for search engines and lead generation.
- Conduct analytical projects to improve blog strategies/tactics.
- Grow blog subscribers, convert visitors into leads, and expand our blog's overall reach.
- Monitor and engage in relevant social discussions about our company, competitors, and/or industry, both from existing leads and customers as well as from brand new audiences.

-
- Run regular social promotions and campaigns and track their success.
 - Work alongside other marketers and content marketers to help distribute content that educates and entertains our audience and supports marketing goals.
 - Drive consistent, relevant traffic and leads from our social network presence.
 - Explore new ways to engage and identify new social networks to reach our target buyers.
 - Track, measure, and analyze all initiatives to report on social media ROI.
 - Develop and track email campaigns to ultimately increase BCU's email marketing success.
 - Grow our email list organically, not through bought or rented lists.
 - Manage various email campaigns, including the templated designs, calls-to-action, and content used in our email sends.
 - Segment lists based on behaviors like past email engagement.
 - Measure results and optimize the lead nurturing workflows for these segments to convert leads into customers.
 - Work to minimize list decay and unsubscribes while increasing the productivity of our email sends.
 - Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.
 - Attend various events outside of regular work hours as needed.
 - Connect with influential media outlets and journalists to place stories about BCU news and other initiatives.
 - Create and deliver content regularly to grow the company's footprint (news releases, media relations content, executive bios, corporate announcements, corporate communications content, speaking proposals and creative content).
 - Promote products and services through public relations initiatives.
 - Coordinate the planning, writing, editing, production and distribution of reports, publications; promotional materials (both print and electronic), literature and other forms of communication.
 - Work with advertisers and media outlets for timely and useable ad submissions,
 - Copyedit, proofread, and revise communications in both Ukrainian and English.
 - Develop marketing communications campaigns.
 - Identify, develop and execute communications strategy for key media contacts and stakeholder groups.
 - Research media and stakeholder coverage of BCU participation in all events.
 - Develop fresh story ideas.
 - Conduct extensive media outreach.
 - Communicate all community events to marketing team.
 - Prepare briefing materials.
 - Coordinate logistics for conferences, meetings, trade shows, and other events as necessary.
 - Manage information.
 - Quality control of external communications.

Requirements:

- BA, college certificate, or diploma, or equivalent working experience in marketing and content creation, email marketing, lead nurturing, marketing automation, web analytics, or communications.
- Active and well-rounded personal presence in social media, with a command of each network and their best practices.
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.
- Proficiency in using social media software to monitor social media conversations. You will be our ear to the ground to route the appropriate marketer, sales rep, and/or support rep to social conversations.
- A passion and strong understanding of the industry and our business' mission.
- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content.
- An analytical mind and interest in using data to optimize/scale blog marketing strategies and tactics.
- Excellent understanding of email marketing concepts and metrics such deliverability, and sender reputation.
- Proficiency in email marketing and marketing automation technology.
- Highly analytical and able to derive meaning from data through A/B testing and email optimization.
- Experience in developing, implementing and evaluating communication plans and materials.
- Excellent verbal and written communications skills in English and Ukrainian.
- Skilled in creating, editing, and promoting written and visual content in a professional and engaging manner.
- The ability to work and thrive in a fast-paced, rapidly changing work environment.
- Exceptional organizational abilities and time management skills, ability to meet deadlines, multitask and prioritize workload.
- Strong computer skills and excellent knowledge of MS Office programs.
- Experience with event management considered an asset.
- Bonus experience and skills include Adobe Creative Suite, inbound marketing, and blogging.

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.