

Manager, Product, Sales & Marketing

Location: Toronto, ON (Hybrid)

Posted Date: April 1, 2026

POSITION OVERVIEW:

BCU Financial is seeking an experienced and forward-looking Manager, Product, Sales & Marketing. This role will lead the strategic direction, revenue growth, and go-to-market execution across BCU Financial Group, including the credit union, insurance services, wealth management, and will support the BCU Foundation. This role is responsible for shaping product strategy, elevating the member experience, and driving integrated marketing and sales initiatives that support BCU's One Brand vision and deepen engagement within the Ukrainian community.

The Manager oversees the full product lifecycle, sales enablement, digital presence, and marketing campaigns, ensuring alignment between business goals, member needs, and regulatory requirements. This leader will manage the marketing team, fostering a high-performing, collaborative, and innovative marketing function.

KEY RESPONSIBILITIES:

Strategic Leadership & Revenue Growth

- Develop and execute an integrated product, sales, and marketing strategy that drives member acquisition, deepens relationships per member, and supports long-term organizational growth.
- Lead the evolution of BCU's One Brand across all business lines, ensuring unified messaging, cohesive member experiences, and consistent brand standards.
- Translate organizational goals into actionable marketing, product, and sales plans that support revenue targets and member engagement objectives.

Product Strategy & Lifecycle Management

- Own the full lifecycle and member experience of BCU's products and services, from concept development to launch and optimization.
- Conduct market analysis, competitive assessments, and member research to identify opportunities for product innovation and enhancement.
- Identify, evaluate, and collaborate with external organizations, fintech partners, and community institutions to develop revenue-generating solutions that expand BCU's value proposition and support member needs.
- Partner with operations, compliance, technology, and executive leadership to ensure products meet regulatory requirements and member expectations at every touchpoint.

Sales Enablement & Channel Performance

- Create and implement sales enablement strategies, tools, and programs that support branch and contact centre teams in achieving acquisition and cross-sell goals.
- Oversee branch marketing materials, sales programs, and in-branch experience enhancements that drive member engagement and revenue growth.
- Track performance across sales channels and provide insights to optimize productivity and member outcomes.

Marketing Strategy & Creative Direction

- Lead planning, execution, and optimization of multi-channel marketing campaigns, including digital, print, community advertising, and experiential initiatives.
- Provide creative direction and ensure all marketing materials reflect BCU's brand identity, regulatory standards, and strategic priorities.

Digital Presence & Member Experience

- Oversee BCU's digital presence, including websites, online banking channels, digital acquisition funnels, social media strategies, digital content, and online engagement initiatives.
- Ensure digital experiences are intuitive, compliant, and optimized for member engagement and conversion.
- Support the Senior Digital Marketing Specialist in managing the online application channel and digital member onboarding.

Events & Community Engagement

- Lead the strategy for community events, sponsorships, and cultural initiatives that strengthen BCU's presence within the Ukrainian community.
- Ensure events and community advertising align with brand objectives and support member acquisition and retention goals.
- Foster strong relationships with the BCU Foundation, community partners, cultural organizations, and member groups.

Team Leadership & Collaboration

- Lead, mentor, and develop the marketing team, fostering a culture of creativity, accountability, drive, and data-driven continuous improvement.
- Collaborate closely with cross-functional teams including operations, compliance, finance, technology, and executive leadership to ensure alignment and execution excellence.
- Champion a collaborative, member-centric approach across the organization.

Budget Management & Governance

- Develop and manage the product, sales, and marketing budget, adjusting quarterly or as required.
- Ensure all marketing and sales communications comply with regulatory requirements, the Market Conduct Code, and internal governance standards.
- Maintain rigorous oversight of campaign performance, vendor relationships, and resource allocation.

Analytics, Insights & Performance Optimization

- Create marketing and product analytics to extract insights that inform strategy, optimize campaigns, and improve member outcomes.
- Evaluate KPIs across product performance, sales channels, digital engagement, and brand awareness.
- Lead with clear reporting on trends, opportunities, and strategic implications.

Innovation & Professional Development

- Stay current with financial services trends, digital marketing and technology innovations, and evolving member expectations.
- Explore external partnerships, technologies, and service providers that can accelerate product innovation and unlock new revenue streams.
- Introduce and champion new ideas, technologies, and approaches that enhance BCU's competitive position and member experience.
- Encourage continuous learning and skill development within the marketing team.

Success Metrics

- Growth in new members and relationships per member across all channels.
- Revenue, product performance, adoption, and lifecycle outcomes.
- Sales enablement effectiveness and branch/contact centre productivity.
- Digital acquisition performance and online engagement metrics.
- Execution and impact of brand awareness initiatives across community channels.
- Social media engagement and digital presence growth.
- Team performance, collaboration, and development.

QUALIFICATIONS:

- 8+ years of experience in product management, marketing, or sales leadership, ideally within financial services or a regulated industry.
- Proven ability to lead cross-functional teams and deliver measurable business results.
- Strong strategic thinking, analytical skills, and business acumen.
- Expertise in product lifecycle management, digital marketing, and sales enablement.
- Exceptional communication, leadership, and stakeholder-management skills.
- Experience working with culturally specific communities is an asset, particularly within the Ukrainian community.
- Commitment to compliance, accuracy, and delivering exceptional member experience.

COMPENSATION:

Salary Range: \$90,000 – \$115,000 annually

Compensation for this role will be determined based on experience and qualifications. BCU Financial also offers a competitive and comprehensive benefits package.

This role represents an existing vacancy. Interested candidates are invited to apply for this role exclusively by submitting their application via email to hr@bcufinancial.com. Please note that while we thank all applicants for their interest in a career with BCU Financial, only those chosen for an interview will receive further communication.

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

About BCU Financial:

BCU Financial is a member-owned financial cooperative dedicated to improving the lives of its members and their community. As part of the growing Ontario-based BCU Financial Group, it provides Ukrainian-Canadians with diversified financial services and products.

BCU Financial Group offers a compelling alternative to traditional banking through its various divisions. BCU Financial provides a no-fee personal chequing account, along with savings accounts, loans, mortgages, credit cards, and online banking to its members. The broader BCU Financial Group also encompasses BCU Wealth Management and BCU Insurance, serving clients with investment and insurance services respectively, and supports the community through BCU Foundation and its donors. BCU Financial, together with its BCU Wealth Management division, currently oversees \$1.2 billion in assets.

Underscoring its commitment to building a strong community, BCU Financial Group provides generous sponsorship funding annually to a wide array of Ukrainian 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.