



## **Manager, Marketing & Communications**

The Centre for Study of Insurance Operations (CSIO) is a national property and casualty insurance group with over 43,000 broker, insurer and vendor members across Canada. CSIO develops data standards, manages distribution network technologies and drives emerging technologies and solutions to enhance connectivity within the property & casualty insurance industry.

Our dynamic Communications Team is responsible for promoting CSIO solutions to the industry and educating our members on our work, the relevance of emerging technologies, and the importance of digitizing their business and customer experience.

### **Position Summary:**

The ***Manager, Marketing & Communications*** is responsible for overseeing the development, management and execution of a wide range of communication, educational and member engagement initiatives that advance CSIO's mandate as a technology leader in the P&C insurance industry.

### **Key Responsibilities:**

#### ***Lead Communications Strategy***

- Provide direction in the development and execution of the CSIO's external marketing and digital communication strategies
- Identify and develop marketing plans and initiatives, ensuring activities are aligned with CSIO's corporate goals and strategic direction
- Manage & evolve existing communications channels, and work with a team and various stakeholders to translate information into engaging, exciting, succinct, and relevant content across multiple communications platforms

#### ***Industry Relations***

- Direct and oversee membership activities designed to continuously provide value to new and existing members, and strengthen member engagement
- Establish excellent working relationships with CSIO members, industry regulators, broker relations teams, broker associations and other key stakeholders
- Oversee membership renewal process, including management of membership assessments, member license agreements, and annual billings

#### ***Team Management & Leadership***

- Lead and develop a high-performing communications team with clear roles and responsibilities
- Work with Senior Leadership to establish short- and long-range plans and to achieve organization objectives
- Coach and mentor the team to optimize their performance and personal and professional development
- Create a team culture that reinforces high levels of collaboration, member/client service, efficiency, participation, commitment, excellence and team spirit
- Develop, manage, and maximize efficiency of the communications budget and department expenses
- Properly manage network of contractors/vendors to address communication needs throughout the year



**You have:**

- Bachelor's degree in communications, business or a related field
- Minimum 3 years of management experience
- At least 5 years of progressive experience in communications, operations and/or business development.
- A track record for attracting, developing and retaining strong talent and for building and inspiring a high-performance team
- Exceptional interpersonal, written and oral communication skills, including presentations to clients/members
- A penchant for creative problem solving, attention to detail, ability to adapt, and exceptional work ethic
- Demonstrated mastery of project management and strong ability to prioritize and complete simultaneous projects within a frequently changing work environment
- Proven ability to take initiative, champion a project from conception through implementation to evaluation
- Highly motivated to work in a fast-paced, team-oriented environment
- Demonstrated critical thinking, entrepreneurialism and attention to detail in all work delivered
- Previous experience in P&C insurance or technology industries is an asset

To apply for this position, please email your cover letter and resume to [Careers@csio.com](mailto:Careers@csio.com).

*CSIO is committed to providing reasonable accommodation for people with disabilities. Applicants are requested to make their needs known in advance.*