

## Communications Strategist

### Position Overview

The Communications Strategist (CS) is responsible for working with senior leaders at ITFO and C-suite executives in the financial services industry to develop corporate strategic programs that provide innovative and effective communication solutions. The Communications Strategist will develop programs that deliver results across a wide variety of communication, marketing and content platforms, and will support their implementation across a variety of program areas.

### Primary Responsibilities

- Establish and maintain up-to-date awareness and familiarity with clients' industries and market sectors
- Work with Managing Director and other program leads to identify new program concepts and new client opportunities
- Lead program concept development by identifying user needs, articulating solutions, identifying execution considerations, timelines and budgets
- Build, maintain and optimize client relationships by anticipating needs and developing best-in-class, innovative solutions
- Work with the program leads to execute new programs, identify new opportunities, and improve ITFO's program development process

### Qualifications

#### Required:

- Relevant post-secondary education
- Experience with social media strategy (LinkedIn, Twitter) with a focus on leader-led content
- Significant experience successfully leading a team of creative professionals
- Project management skills
- Enterprise account management experience
- Business development experience
- Experience creating communication solutions in large, complex organizations
- Ability to create engagement strategies for leading edge platforms, such as substack, medium and clubhouse
- Proven self-starter with a strong hands-on orientation
- Proven ability to collaborate cross-functionally, diplomatically and professionally across all levels of complex organizations, both internally and externally

#### Nice to have:

- Experience with Microsoft Teams
- Experience working in a remote/dispersed team environment
- Previous financial services industry experience
- Attention to detail (proofreading/editing)
- Adept at learning new software

This is a full-time contract position, with the potential to transition into a permanent employee role with benefits. To apply for this position submit a resume and cover letter—or to ask questions—please contact: [careers@itfo.ca](mailto:careers@itfo.ca)