

Who are we?

Have you ever wondered what makes trading and settlement possible in Canada? It's Fundserv—the online ecosystem that ensures every fund transaction is processed timely, accurately and securely. We're an online hub that electronically connects manufacturers, distributors, and intermediaries, enabling them to buy, sell, and transfer investment funds.

Our Culture & Values

Fundserv is guided by our four core values: Collaboration, Adaptability, Integrity, and Respect. Because above all else, Fundserv CAIRs:

- Collaboration
- Adaptability
- Integrity
- Respect

Benefits & Perks

Fundserv provides a comprehensive benefits plan that includes the following:

- Health care spending account
- RRSP with employer match
- Annual performance pay
- Fitness reimbursements
- Employee discount program
- Charitable donation matching
- Flexible hours & remote work options

To better support our employees during Covid-19, we've expanded our benefits:

- Virtual social events including escape rooms, online trivia & games
- Corporate-wide mental health days
- Subscription reimbursement for fitness, nutritional, and mental health apps

Location:

Downtown Toronto

Reports to:

Manager, Corporate Communications

Department:

Corporate Communications

Fundserv is an equal opportunity employer. We welcome and encourage applications from individuals with disabilities. Accommodations are available on request – please let us know how we can meet your needs.

The Opportunity

The External Communications Manager drives the execution of external and stakeholder communications across the company while fostering the company brand and protecting Fundserv's reputation. They are responsible for the planning and execution of all member communication materials, including, but not limited to: email communication; presentations; key messaging; web, video, and digital content in order to support external communication strategies. In this role, you will be:

- Creating specific communications plans to support Fundserv in reaching their business and departmental goals, driving strategy, shaping culture, and delivering results.
- Continually evaluating external communications programs' success, and adjusting and improving strategies and tactics, as appropriate.
- Creating and measuring external communications templates, channels, and measurement tools for traditional and digital requirements.
- Working closely with the Manager, Communications to ensure all external messaging is consistent with Fundserv's values and voice and is communicated in a clear, timely, and effective manner, using a high-impact writing style and format.
- Writing, editing, and producing communications for external audiences, predominantly members. This includes email communication to members, as well as copy for Fundserv Connect and the external website.
- Creating communications campaigns to educate and engage Fundserv's different member groups.
- Supporting the executive team with external speaking opportunities, including presentation development, speaking notes, videos, etc.
- Partnering with internal communications to ensure employee communication aligns with external/member messaging and brand positioning.
- Reviewing, editing, and making recommendations to ensure communication messaging is consistent with corporate strategy and voice.
- Partnering with Internal Communications Specialist to cross-train and provide backup for each other's responsibilities.

Why YOU are the person we're looking for

- Bachelor's degree or college diploma in communications, public relations, journalism, marketing, or a related field.
- Minimum of five years of direct work experience in a communications role supporting external communications functions, preferably in a business-to-business environment.
- Advanced ability to create and execute strategic communications plans.
- Expert ability to create content and craft key messages from business strategy and initiatives.
- Experience measuring communications effectiveness and strategy.
- Experience with video and graphics production is an asset.
- Proficiency with and knowledge of Microsoft Windows/MS Office Applications, Microsoft SharePoint, Adobe Creative Cloud applications, WordPress and email campaign software an asset.
- Knowledge and/or experience in the IT industry is a strong asset.
- Knowledge and/or experience in the financial industry or the Canadian investment industry is a strong asset.

If this sounds like you, apply today at [hiring@fundserv.com](mailto: hiring@fundserv.com).