

Job Posting

Posting Date:	January 12, 2012	Start Date:	February 2012
Position Type:	Permanent, Full Time	Location:	Mississauga, ON
Position Title:	Communications Manager	Reporting To:	Director, Marketing
Department:	Marketing		

Investment Planning Counsel Inc. is an integrated wealth management company focused on providing Canadians with the best in financial products, services and advice to help them achieve their financial dreams. IPC has developed a strategy that marries the needs of the planners with that of the Company. IPC's intent is to be the premier choice among financial planners who are dedicated to serving the needs of their clients. For more information about IPC, please visit: www.ipcc.ca.

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Job Objectives and Summary:

The main objective of the department is to create and deliver an exceptional level of service to Elite and High Impact Advisors while continuing to provide effective communication strategies, marketing and branding programs to help all Advisors build a better business.

The Communications Manager drives the creation and delivery of all communications for Investment Planning Counsel Inc. ("IPC"). By ensuring high-quality communications and strong brand, the Communications Manager enhances IPC's image as a leading national wealth management firm dedicated to helping Advisors build a better business.

Job Responsibilities:

Strategic communications planning (30 %)

- Assesses current brand, tone and messaging of communications (both Advisor and corporate communications) against best practices and business goals
- Works with Director of Marketing and senior management to develop an overall strategy for corporate communications going forward, including voice and personality
- Provides strategic communications advice to executives on how to maximize opportunities, minimize risk and advance goals for the firm
- Works with each project team on large initiatives to develop and integrate plans and key messages that promote understanding and support for business programs

Communications discipline and standard-setting (10%)

- Collaborating with various departments, establishes communications standards and processes for developing and approving all content to ensure consistency, accuracy and compliance
- Creates a corporate style guide and strategy for successful rollout
- Maintains style guide and communications policy documents for the firm

Content development (40%)

- Plans, writes/edits and project-manages content for the IPC Update, internal staff e-newsletter and other updates to Advisors
- Owns and manages the development and delivery of content for client communications, including the E-Wealth Report and Investor/Special Reports
- Manages support from external writers, creates editorial calendars and assists in the development of other content for the department, as required
- Working with senior management, president, operations, business development, client services, and various members of the IPC team to develop materials to communicate programs and initiatives for various audiences (including sales staff, advisors, and clients)

- With the assistance of the Web Marketing Team and Advisor feedback, oversee content and develop language for the firm's web site, portal, and Advisor website program.
- Liaise with product management and marketing in developing investment related communications and timely communications and marketing campaigns

Strategic oversight (20%)

- Accountable for the development and implementation of IPC's corporate communication strategy , central communications resources, compliance approval process, executive messaging and developing and executing communications in a way that enhances and protects IPC's reputation.
- Negotiate deadlines, budgets, and work plans with internal team members and plan work accordingly with internal and/or external resources (writers, editors, graphic designers, etc.) in order to complete the work in
- Review and provide input into technical presentations by senior managers, ensuring consistency of messages, alignment with annual strategies, and quality control

Skill Set & Knowledge Requirements:

- University degree in Journalism/Communications and or Business required.
- Eight (8) years experience in public relations, investor relations or mutual funds industry.
- Strong knowledge of mutual fund industry to support business needs.
- Strong communication and presentation skills to effectively and seamlessly deliver communications to various types of audiences.
- Strong creative skills and idea generation; ability to think 'outside the box'. Be able to take an idea from concept to final output or production.
- Team player and advisor focused are critical; ability to create and maintain successful and long lasting relationships with peers, teams, management and Advisors. Ability to listen, offer feedback and support when needed.
- Well organized with strong time management skills.
- Detail-oriented with strong editing and proof reading skills.
- Ability to negotiate with suppliers, external writers to get competitive pricing.
- Demonstrate the ability to solve problems while maintaining positive relations with Advisors, Management and Staff.
- Excellent project management skills to manage multiple projects in a fast paced, entrepreneurial environment.
- Ability to use MS Office applications (Excel, Word & PowerPoint) to assist with communicating and reporting.

Working Conditions:

- Professional office environment
- Corporate business hours based on 37.5 hour work week (Monday to Friday)
- Availability to work additional hours when required (including evenings and weekends)

Please forward your résumé and letter of interest to: Human Resources, Investment Planning Counsel Inc. via e-mail at careers@ipcc.ca.

When applying for this competition, please **specify in the subject line the title of the position** you are applying for.

Additionally, please answer the following questions in the body of your email:

- 1. Number of years of relevant work experience**
- 2. Number of years of work experience in the financial services industry**
- 3. Salary expectations**

We thank all applicants for their interest; however, only those selected for an interview will be contacted.
