



Manager Marketing & Communications – Burlington (Full-time)

We invest in people.

Be part of a banking experience as unique as you are. Tandia Financial Credit Union (Tandia) is seeking a talented and accomplished marketing and communications professional to join our Marketing team on a full-time permanent basis.

Do you have experience managing marketing and corporate communication plans and advertising programs? Do you have a passion for data analytics and its alignment to marketing strategy and design? If so, this might be the role for you.

This exciting position will be based at our beautiful new corporate office in Burlington, Ontario - while working remotely on a temporary basis due to the present circumstances of the pandemic.

Your Work at a Glance

As the Manager, Marketing & Communications, you will be a key member of our Marketing team, working collaboratively with the Marketing team and colleagues across the business.

In this role you will apply your knowledge of communications, branding and advertising to develop, maintain and execute Tandia's communication plan, ensuring consistent brand messaging. Working closely with our agency and partners, develop and write all campaign briefs directing the tone and messaging of all campaigns. Your experience with website communications will shine as you manage and promote Tandia's brand to current and prospective Members. To ensure consistent branding and messaging you will oversee all standard member communications, applying best practice when composing emails, letters, micro-blogs, Chat Bot scripting and Social Media posts. You will act as the liaison between the media studio and media suppliers to manage the delivery of all collaterals, utilizing media analytics to make timely recommendations for campaign adjustments.

Your expertise with employee communications will be demonstrated through the various communications you write promoting special events, new product launchings and campaign briefings. You will work closely with different leaders and stakeholders across the business to develop various communications to engage and inform employees and Members. The opportunity to oversee all corporate communications excites you as you create and distribute all press releases and promote Tandia across the credit union system and in the communities we serve.

You will exercise your knowledge of market research, corporate analytics and segmentation strategies to assess market opportunities and develop plans to assist Tandia in achieving corporate goals. Your research skills will be utilized when gathering market information and completing competitive analysis on Tandia's product offerings. You will apply your knowledge gained from your analysis of various market and member related data sources when making recommendations to the business.

We are looking for someone who:

- Has completed a degree / diploma in a business-related field or has equivalent work experience.
- Has a minimum of 7 to 10 years marketing experience in comparable industries, with a primary focus on corporate communications.
- Is an exceptional communicator, skilled at both verbal and written communication, able to communicate, influence and engage with a high level of tact and diplomacy.
- Has demonstrated their ability to manage extensive media plans, addressing multiple business channels, on multiple platforms.
- Has effective project management skills and is experienced in managing often outsourced marketing activities (creative development, media buying, corporate partnerships).
- Is skilled at using Adobe Creative Suite and has managed website programming (OpenText based).
- Stays current on industry trends through membership in Marketing and/or Communications related associations.

- Is comfortable working full-time hours and with deadline and time constraints with an understanding that hours of work may extend beyond the normal work week
- Is aligned with Tandia's vision and values and demonstrates a desire to be a contributing member of our team, support a positive and collaborative work environment that promotes service and commitment to the credit union, quality, innovation, integrity, and respect.

As Unique as You

We believe that financial institutions should be more accountable to the people they serve; we believe that there's more than one way to measure success; and we believe that our profits should have a positive financial, social and environmental impact on the communities in which we live and work. Actions speak louder than words and we work hard to demonstrate our commitment each and every day.

At Tandia, we recognize that our staff and members are unique - and that matters to us.

As a credit union, living the co-operative principles is a part of our long and rich history.

We invest in our members and our communities with an extensive community investment program devoted to supporting the organizations, events, and volunteers that make our communities stronger.

If you are interested in the position and meet the requirements, please forward you cover letter and resume to careers@tandia.com, quoting the position title in the subject line.

Tandia is committed to meeting the accessibility needs of persons with disabilities in a timely manner, consistent with the principles of dignity, independence, equal opportunity and integration. Tandia is strongly committed to employment equity within its community and to recruiting a diverse workforce. Accommodation for applicants with disabilities will be provided upon request by contacting Human Resources.

Tandia is committed to providing a safe work environment for employees and has implemented a Vaccination policy which is reflective of government and public health mandates. Currently, upon hire, all Tandia employees are required to complete a COVID-19 vaccination attestation indicating their vaccination status, as required by Tandia's Vaccination policy (HR.08.03). Please note this policy is subject to change and will be reviewed and revised as needed to align with the most current public health guidance and government regulatory frameworks.