



Vice President, Public Affairs & Communications

COAST CAPITAL SAVINGS

Metro Vancouver

A rare opportunity has emerged for an innovative, thoughtful and strategic professional communications executive to join Canada's dynamic Coast Capital Savings and lead strategy and tactics within a high functioning and best-in-class financial services company.

The Vice President, Public Affairs & Communications has oversight and accountability for comprehensive planning and execution on a wide array of transformative communications initiatives, driving for results for Coast Capital's Members, staff and community partners, including playing a key role in the organization's drive for national expansion. It is a multi-faceted leadership role working with the senior leadership team, as well as Coast Capital's 1,600 staff in branches and various offices to ensure the internal and external communications needs of the company are met in a proactive, timely and highly focused manner. Using multi-channels to disseminate messaging to diverse audiences, the VP will lead the way with best practices, ground-breaking social media and content execution plus effectively directing and mentoring a dedicated and committed staff team.

The ideal candidate for this critically important role will be an individual with an outstanding reputation for collaboration, listening abilities, a sense of urgency and purpose plus a willingness to try new ideas. One who recognizes that tactics truly flow from good strategy along with a coherent and planned approach to goal setting and accountabilities. An individual with rigor, a systematic approach to successful corporate communications methods and a proven ability to work with the marketing initiatives, as Coast Capital expands its reach across the country. A true leader who has built high performing teams with a focus on customer service inside and outside an organization.

To be considered for this senior role you bring 12+ years in a senior leadership position within the professional communications and public affairs sector, ideally working in a complex, private sector organization along with exposure to national government affairs. While this is a broad portfolio and has a mandate for changing the conversation related to financial services, a candidate who brings experience in engagement, issues management, internal & external communications strategies and has the clear drive to execution will flourish in what is one of Canada's best managed companies.

If you are ready to make the step into a true leadership position where you will be held accountable for results, please forward a cover letter and resume in confidence to George Madden and Shelina Esmail at www.pfmsearch.com.

Coast Capital Savings Credit Union is a member-owned financial co-operative headquartered in Surrey, British Columbia. By membership, it is the largest credit union in Canada with over 50 branches, 532,000 members, 1,600 staff and \$17.1 billion in assets. Coast Capital Savings Credit Union offers one of Canada's 10 Most Admired Corporate Cultures™, is a member of Canada's Best Managed Companies Platinum Club and is an Imagine Canada Caring Company. To its many friends it is known simply as Coast Capital and is focused on the member experience along with a commitment to be ethical in all its dealings.



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