



CHIEF MARKETING & DISTRIBUTION OFFICER

Work Location: **Remote, Jarvis** | Reports to: **CEO** | Full or Part Time: **Full Time**

SCOPE:

The Chief Marketing & Distribution Officer (CM&DO) is responsible for the overall distribution of Nova Mutual's products through our two main channels of Brokers and Agents. The CM&DO is also accountable for social media content and distribution of all marketing material geared at member engagement and retention strategy. Building and maintaining relationships in the communities we live, and work will be a priority. The CM&DO is the champion of all things relating to our corporate Brand and telling the story of Nova and Mutuality.

Working as part of the Leadership Team, the CM&DO contributes to the successful achievement of Nova's values, vision, and goals. The CDMO reports directly to the CEO. It is critical for the CM&DO to build strong and productive relationships with internal and external stakeholders.

The CM&DO will work remotely and from our Head Office in Jarvis, Ontario. Travel throughout Southern Ontario will be required on a regular basis.

KEY RESPONSIBILITIES:

LEADERSHIP

- As a member of the Leadership Team, the CM&DO will work closely as an advisor to both the Board and members of the Leadership Team.

- Champions a high performing environment and implements a strategy that attracts, retains, develops, and motivates team members by fostering an inclusive work environment.
- Mentoring staff.
- Provide strategic insights to team members.
- Develop and manage departmental budgets.

STRATEGY

- Develop and implement a strategy to profitably grow our distribution model
- Identify strategic opportunities to grow and retain membership
- Be a strategic thinker and be able to find solutions outside the box.

RELATIONSHIP MANAGEMENT

- Develop a deep understanding of our Broker partners' businesses, including their organizational structures, succession plans and processes, the current competitive conditions facing their businesses, and their overall business objectives and relationship with Nova Mutual. Implement regular touch points to ensure Nova's interests are a priority.
- Develop solid relationships with the Agency group to better understand their support needs in order to maintain and grow the book of business.
- Ensure Broker and Agent contracts are current and up to date.

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- Manage external third-party vendor relationships as they relate to social media contacts
- Be a relationship builder. Connect with key members, brokers, agents, and the community, attend events as necessary.
- Build and maintain strategic relationships with external partners in the Mutual community (i.e. CAMIC, OMIA, Farm Mutual Re.)

MARKETING & COMMUNICATIONS

- Manages all internal and external messaging and communications including blogs and podcasts ensuring they meet Nova Mutual values and vision.
- Working with the agency team to create focused marketing campaigns to drive business through the agency model.
- Create lasting impressions on new and soon to be new members about mutuality and the benefits of a Mutual insurer

SOCIAL MEDIA PRESENCE

- Oversee the delivery of Nova's enterprise communications and social media strategy
- Driving ongoing performance reporting, including contributing to regular management reports for social media initiatives leading discussions on results.
- Leading a team of social media professionals, including performance management, coaching, and professional development.
- Serving as a strategic thought leader on all things social media and collaborating with senior leaders and other key stakeholders from across the company and communities.

EDUCATION & EXPERIENCE

- Undergraduate degree in a related field.
- 10+ years of sales distribution experience
- A minimum of 5 years of marketing experience dedicated to social media or demonstrated related experience.
- CIP or working towards would be an asset.
- Leadership experience leading a team of direct reports and a part of a senior executive team.
- Direct experience working with senior executives.
- Strong content writing and editing skills demonstrating creativity, accuracy and attention to detail.
- Excellent communication skills, both written and verbal (e.g. conference calls and in-person presentations); comfortable in dealing with varied audiences, including senior executives.

CORE CAPABILITIES

- You see opportunity where others see obstacles and use this to your advantage to lead a company that strives on being an industry leader in serving their membership.
- You possess an abundance of personal drive and integrity as a member of a visible Leadership Team that intersects with every part of the business.
- Enjoy an executive level commitment to technology investment, love a challenge and the satisfaction that comes from achieving goals through working with high performing teams.

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