



## Director, Industry Relations

**About us:** A national professional body working in the public interest, **FP Canada**<sup>TM</sup> (formerly known as Financial Planning Standards Council) is dedicated to fostering better financial health for Canadians by certifying professional financial planners (including through the CERTIFIED FINANCIAL PLANNER® (CFP®) professional certification), and leading the advancement of professional financial planning in Canada. The most widely recognized financial planning designation in Canada, and considered the standard for the profession globally, CFP® certification provides assurance to Canadians that the design of their financial future rests with an appropriately qualified professional who has demonstrated the knowledge, skills, experience and ethics to examine their clients' entire financial picture, at the highest level of complexity required of the profession. There are approximately 23,000 professional financial planners in Canada who have met, and continue to meet, FP Canada's standards.

At a high level, FP Canada sets the strategic direction for professional financial planning in Canada and achieves its mandate through two distinct divisions which were launched on April 1, 2019. Through the FP Canada Standards Council<sup>TM</sup> division, FP Canada establishes financial planning standards and enforces those standards among FP Canada certificants. Through the FP Canada Institute<sup>TM</sup> division, which is dedicated to elevating the practice of financial planning, FP Canada provides professional education, tools and resources to help financial planners meet the needs of all Canadians.

At this exciting time of growth, FP Canada wishes to recruit a strategic and highly skilled Director, Industry Relations to cultivate and manage relationships with financial services industry organizations in support of FP Canada's strategy and objectives. Reporting directly to the Chief Branding Officer and working closely with Marketing and Communications, the Director will be responsible for supporting the penetration of the CFP® and QAFP<sup>TM</sup> certifications within industry, developing new sources of financial and other support (including sponsorships), and developing new products and services that meet the needs of key industry organizations.

**About you:** With a university degree and deep knowledge of the financial services sector (CFP® designation, a definite asset), you bring a minimum of 10 years' experience in business development, marketing, sales or relationship management in financial services with at least three years at a senior level. You possess a high level of business acumen, high credibility in the financial services marketplace and a demonstrated track record of consultative sales results. You are recognized as an exceptionally strategic thinker and have substantial experience leading the development of marketing and sales plans, strategies and processes. As an ideal candidate, you bring outstanding communications, listening, negotiation and business development skills, with a proven ability to establish and nurture strong, lasting relationships with external stakeholders. You would thrive in a fast-paced, professional environment where collaboration and strategic thinking are pillars of your success.

This position is based in downtown Toronto.

To learn more about this exciting opportunity or to submit your candidacy in confidence, please contact:

Suzanne Clark, Partner, at [sclark@fourcornersgroup.com](mailto:sclark@fourcornersgroup.com) or 416-593-0900 x2234

Erin Plasky, Principal, at [eplasky@fourcornersgroup.com](mailto:eplasky@fourcornersgroup.com) or 416-593-0900 x2250

FP Canada is an equal opportunity employer that welcomes candidates from equity-seeking groups and is committed to providing accommodations for people with disabilities. Please let us know if you require accommodation due to a disability during any aspect of the recruitment process and we will work with you to address your needs.