



**SFPP**

**OPPORTUNITY PROFILE**

**Chief Strategic Relations Officer**

## SFPP Corporation

As the legislated administrator and trustee of the Plan, SFPP Corporation ensures that pensions are paid to retirees and that our more than 8,000 members are guided in preparing for their retirement. This is done by providing strategic guidance for the Plan, managing risk, and overseeing the \$4.5 billion SFPP Fund.

The Corporation is led by a leadership team made up of experts skilled in all facets of running a large multi-sector pension plan, including risk management, investments, funding management, pension policy, stakeholder relations, and communications.

The SFPP Corporation team monitors pension developments around the world, researches issues and makes policy, funding, and operational recommendations to its Corporate Board. SFPP Corporation also prepares its Corporate Board and the Sponsor Board for making important decisions about the pension plan by setting and executing strategic business and operational plans and maintaining a robust, enterprise-wide risk-management system.

SFPP Corporation is responsible for overseeing the work of service providers for the Plan to ensure the delivery of pension benefits and the long-term sustainability of the Plan. These Alberta Crown corporations, which you can learn more about in the section called Our Partners, provide pension benefit administration and investment management services to SFPP.

SFPP Corporation publishes the Plan's Annual Report each year, which contains audited financial statements and highlights of the year's activities. The Corporation sets the strategic direction for Plan communications, consults, and communicates with all stakeholders through its website and through annual member newsletters. Member benefit information on the website and in printed member materials are developed in partnership with SFPP's service provider of pension benefit administration.

SFPP Corporation is guided by bylaws and policies that outline rules of ethical conduct and conflicts of interest. Documents such as compensation, expenses, financial statements, and bylaws and additional information can be found at [www.sfpp.ca](http://www.sfpp.ca).

## The Opportunity

Reporting to the CEO, the Chief Strategic Relations Officer leads the creation and implementation of successful communication strategies and practices for the purpose of member and stakeholder education, reputation management, advocacy, and brand marketing. Primary areas of responsibility include providing information, support and strategic advice to the SFPP Board(s) (Board) and Chief Executive Officer (CEO) with respect to the needs and interests of nominating sponsors, employer and employee stakeholders and Plan members; overseeing the collaboration of SFPP communications and meet stakeholder objectives with officials at Alberta Pensions Services Corporation (APS), Alberta Investment Management Corporation (AIMCo) and Alberta Treasury Board and Finance.

## Key Roles & Responsibilities

### Stakeholder Relations

- Advise the executive leadership team on stakeholder engagement status, strategies, and emerging issues to support strategic decision processes and significant or critical issues response.
- Act as the primary liaison and maintain strong and collaborative relationships with internal and external stakeholders to build consensus with the pension industry, employers, employees, multiple levels of government, police associations, sponsors, pensioners, key service providers, regulators, and other stakeholders as required.
- Implement multiple, complex, and integrated stakeholder engagement programs and initiatives to improve and enhance the perceptions and experiences of stakeholders and the community.
- Identify and interpret broad trends and contextual changes in our external environment and determine formal and informal processes to creatively address unstructured and complex issues with limited insight to support achieving strategic objectives.
- Monitor and analyze political and economic developments that impact SFPP and perform regular environmental scans to assess threats and opportunities and to evaluate trends and developments.
- Gather and analyze intelligence related to political, economic, and industry conditions (benefits industry, police industry) that might impact or influence SFPP.
- Provide regular information updates and strategic insights to the CEO and the Boards on relevant trends and developments.
- Monitor media and relay information to others as needed as needed on a regular basis.
- Design, develop, implement, review, and evaluate strategic, tactical, and operational stakeholder engagement plans, programs, projects, and initiatives to align with SFPP Corporation's mission, vision, goals, and business plan.
- Oversee the development of materials to help educate and inform all partners about the value of SFPP as a Corporation and in the value of a defined benefit pension plan for its more than 8,000 police members.
- Define formal and informal stakeholder communication channels and ensure that the executive leadership team is adequately prepared with media and public relations training and is fully briefed on key messages, sensitivities, and contentious issues.
- Develop innovative stakeholder engagement strategies and initiatives to respond to an ever-changing political environment while optimizing stakeholder confidence in SFPP Corporation's capacity to deliver its vision, mission, and strategic objectives.
- Work closely with senior government decision-makers to ensure they have a current and complete understanding of SFPP's goals and objectives.

- Take every opportunity to promote, advocate and represent the achievements and needs of SFPP Corporation both internally and externally to gain support for its many endeavours. Work closely with all stakeholders and interested parties to establish and maintain effective ongoing advocacy networks focused on the sustained pursuit of shared interests and the continued success of the Plan.
- Develop and maintain strong internal and external relationships to exchange information with client groups, community, other levels of government and other stakeholders to inform strategic and operational decisions related to programs and services.
- Lead specific stakeholder outreach initiatives, dialogue, and other forms of engagement to understand key concerns and issues, inform review, and enhance services and service delivery.
- Effectively and tactfully discuss complex and technical concepts with stakeholders, who may or may not have the same technical understanding, to gain support from others who may hold competing or opposing views.

#### **Communications**

- Drive awareness of the Plan and its contributions to Albertans and the economy to a local, provincial, and national audience.
- Carry the SFPP message and brand to stakeholders across the province through targeted marketing programs and initiatives to build and strengthen SFPP's reputation as a safe and secure pension plan of choice for safety occupations.
- Oversee the preparation and production of communication tools and messages, working cooperatively with SFPP Corporation's key service providers to ensure communications are meaningful and comprehensive and avoid duplication.
- Lead the development and implementation of topic-specific strategic and measurable integrated communications and marketing plans that will function in a large, complex organization with varied priorities and stakeholders
- Require the completion of and guide the execution of a multi-year, integrated corporate-wide strategic communications and marketing plan to achieve the strategic vision and support Plan growth.
- Provide media relations and manage crisis communications.
- Deliver opportunities to highlight SFPP in regional and national media outlets, as well as Association magazines, and websites.
- Mentor and manage a communications professional to successfully achieve outcomes.
- Oversee the evolutionary development of the brand and reputational elements through a marketing lens and direct a dashboard of key metrics to track progress and effectiveness.

- Develop and approve policies and procedures to ensure Plan reputation and recruitment strategy success. Proactively develop policies, processes and practices that remove systemic barriers to success.

### **Executive Leadership**

- As a member of the executive leadership team, jointly responsible for strategic management of SFPP, including strategic planning and effective and efficient management of services provided by SFPP.
- Provide expert advice on effective communications and member and partner relations to fellow senior executives in investments, funding, and pension policy.
- Monitor and ensure compliance with legislative, regulatory, policy, and procedural requirements.
- Support the CEO by preparing and presenting comprehensive and accurate reports to the Boards. Provide candid and constructive feedback to help mitigate potential pitfalls.
- Facilitate effective communication between the executive leadership team and the Boards, ensuring alignment on strategic priorities and performing regular internal assessments to identify strengths and weakness.
- Critically analyze and evaluate performance against the strategy and make changes as required. Hold yourself accountable for meeting performance objectives. Benchmark the Corporation's performance with other comparable key institutions and organizations.
- Promote innovation broadly across the Corporation. Build, maintain, and support networks for stakeholders to share ideas.
- Recognize the need for change. Champion change may mean disrupting or destructing standard delivery. Continually assess the Corporation's cultural readiness and capability to adopt proposed changes.
- Ensure that all initiatives advance the broader strategic goals of the Corporation and the Plan.

## **The Person**

### **Qualifications & Education Requirements**

The ideal candidate will have a relevant educational background to support leadership, stakeholder engagement, policy development, communication oversight, and administrative responsibilities. A graduate degree would be preferred. The individual will have a strong track record of success in building relationships with a diverse audience, including government ministries, crowns and agencies, and the broader public. The candidate will have demonstrated experience as a successful leader in complex and multi-faceted organizations, preferably with a membership-driven culture. They will have a strong appreciation of building and successfully executing an integrated stakeholder relations strategy that encompasses an integrated marketing, communications, and advocacy plan. The candidate will have proven experience in initiating and developing communications strategies and plans, budgeting, and managing capacity and workload.

## Knowledge, Skills & Attributes

**Leadership/Management:** A leader, motivator, and team player. Able to build an efficient and effective team. Is a developer of people and their skills. Has presence, energy, and genuine passion. Able to influence others to the desired outcome and demonstrate how a course of action effectively relates to customer interests. Creates a shared purpose. Able to look and think in “big picture” terms.

**Relationship Building:** Develops and maintains a planned network of relationships with members, key external stakeholders, internal peers, and colleagues in the industry, etc. Develops rapport and builds trust quickly, both with internal and external colleagues and partners.

**Communication:** Shows strong written, verbal, and presentation skills and is an active listener. Able to communicate persuasively. Provides necessary information and analysis to support proposed changes. Able to “stand up” and support their decisions and manage diverse and complex stakeholder groups.

**Interpersonal Skills:** Has excellent interpersonal skills and the ability to get along well with others, building relationships, both internal and external to the organization. Has an energetic and outgoing personality.

**Team Player:** Works cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness. Displays enthusiasm and promotes a friendly group working environment.

**Committed to Organizational Excellence:** Committed to excellence and innovation in the workplace. Continually looks for opportunities to improve and streamline processes and achieve results. Able to work within an evolving political and economic environment and deal effectively with ambiguity.

**Problem Solving Skills:** Able to problem solve and make necessary decisions to move forward with the work at hand. Focuses on the solutions rather than the problems and has a well-developed sense of reasoning.

**Committed to Personal Excellence:** Continuously seeks to stay current and be at the leading edge in their field. Committed to ongoing learning. Self-motivated and encourages others to achieve personal excellence.

**Personal Management Skills:** Has excellent organizational and time management skills, with demonstrated ability to simultaneously manage multiple strategic and administrative priorities and tasks. Ability to delegate effectively, establish clear accountabilities, and develop the capabilities of others. Has a demonstrated track record of success as a results-oriented self-starter.

## Compensation

A competitive compensation package, including an attractive base salary and excellent benefits, will be provided. Further details will be discussed in a personal interview.

## For Information, Please Contact

*Leaders International values diversity, equity, and inclusion in all aspects of our operations. We invite candidates to contact us directly with any accommodation requests.*

To apply, please email a cover letter and resume (PDF or Word document only) to **Ardyce Kouri** or **Jessica Park** at [edmonton@leadersinternational.com](mailto:edmonton@leadersinternational.com), indicating the job title in the subject line of the email.

**Leaders International Executive Search**

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