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OPPORTUNITY PROFILE

Vice President, Stakeholder Relations and Communications

LAPP CORPORATION

As the legislated administrator and trustee of the Plan, LAPP Corporation ensures that pensions are paid to retirees and that our 281,764 members are guided in preparing for their retirement. This is done by providing strategic guidance for the Plan, managing risk, and overseeing the \$61.7-billion LAPP 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 law, pension policy, stakeholder relations, and communications.

The Corporate team monitors pension developments around the world, researches issues and makes policy, funding, and operational recommendations to its Corporate Board. LAPP 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.

LAPP 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 LAPP.

LAPP 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 an award-winning website and through a number of publications including **Member and Retiree Newsletters**. Member-benefit information on the website and in printed member materials are developed in partnership with LAPP's service provider of pension benefit administration.

LAPP 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 can be found in **Governance Publications**.

THE OPPORTUNITY

Reporting to the President & CEO, the Vice President, Stakeholder Relations & Communications 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 LAPP Board(s) (Board) and President and Chief Executive Officer (CEO) with respect to the needs and interests of nominating sponsors, employer and employee stakeholders and Plan members; oversee the collaboration of LAPP 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 Senior Management team on stakeholder engagement status, strategies, and emerging issues to support strategic decision processes and significant or critical issues response.
- Develop and maintain strong and collaborative relationships with internal and external stakeholders, to build consensus with the pension industry, employers, employees, multiple levels of government, unions, sponsors, pensioners, key service providers, regulators and other stakeholders as required.

- Plan and provide executive leadership to implement multiple, complex and integrated stakeholder engagement programs and initiatives to improve and enhance the perceptions and experience 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.
- Design, develop and implement, review, and evaluate strategic, tactical and operational stakeholder engagement plans, programs, projects and initiatives to align with LAPP Corporation's mission, vision, goals and business plan.
- Define formal and informal stakeholder communication channels and ensure that participating Senior Management or relevant staff are adequately prepared with media and public relations training and 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 LAPP 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 LAPP's goals and objectives.
- Take every opportunity to promote, advocate and represent the achievements and needs of LAPP 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 and inform review and enhancement of 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 LAPP message and brand to stakeholders across the province through targeted marketing programs and initiatives to build and strengthen LAPP's reputation as a safe and secure pension plan of choice.
- Lead the preparation and production of communication tools and messages, working cooperatively with LAPP 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 LAPP in regional and national media outlets. Lead communications team to cultivate relationships and secure stories in major media outlets.
- Mentor and manage a team of creative, marketing, and communication professionals 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 team, jointly responsible for strategic management of LAPP, including strategic planning and effective and efficient management of services provided by LAPP.
- Monitor and ensure compliance with legislative, regulatory, policy and procedural requirements in the area.
- Set clear performance standards and expectations. Critically analyze and evaluate the area's performance against the strategy and make changes as required. Hold yourself accountable for meeting performance objectives. Benchmark the Corporation's performance with other key institutions and organizations.
- Promote innovation in own area and 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 area 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.

KNOWLEDGE, SKILLS & EXPERIENCE

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.

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

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

FOR INFORMATION, PLEASE CONTACT

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