



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

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# Job Board Posting



Careers.Indigenous.Link

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## Manager, Digital Communication Strategy

<b>Job ID</b>	<b>198891-en_US-3014</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=198891-en_US-3014">https://careers.indigenous.link/viewjob?jobname=198891-en_US-3014</a>	
<b>Company</b>	Scotiabank	
<b>Location</b>	Toronto, ON	
<b>Date Posted</b>	From: 2024-05-27	To: 2050-01-01
<b>Job</b>	Type: Full-time	Category: Finance

### Description

Requisition ID: 198891

Join a purpose driven winning team, committed to results, in an inclusive and high-performing culture. The Manager, Digital Communication Strategy conducts analytics, implement digital communications strategies to maximize dollars collected and improve Canada Collections' key KPIs, while delivering on the Bank's credit loss & operations expense plans. What You'll Do:

- Conduct data analyses of customer behavior and effectiveness of collection treatments (SMS, email, IVR & Live call). Recommend improvements to communication strategies to Canada Collections leadership team.
- Identify and track KPIs related to the performance of communication strategies and communicate accordingly to the stakeholders.
- Responsible for the end-to end design and implementation of communication strategies, from data analytics to identifying opportunities & monitoring results, to system configuration changes and deploying strategies into production.
- Produce monitoring & performance reports, measuring benefits in loss avoidance & cost to collect. Communicate results & generate recommendations with focus on incremental profitability.
- Monitor effectiveness of digital communication strategies, identifying actionable opportunities to address market & portfolio headwinds.
- Develop & improve business line relationships to expand the scope of existing services and enhance customer experience.
- Keep abreast of emerging regulatory requirements and trends, assessing potential impact to the bank, making recommendations to management and senior executives on strategies to mitigate impact and enhance effectiveness.

What You'll Bring:

- 3 & 5 years' experience managing data and completing analyses
- Experience with analytical software such as R, python, SAS, or SQL
- Strong collaboration, and communication skills
- Demonstrated abilities to think strategically, pragmatically & drive results.
- Results drive individual with high level of curiosity and ability to dive into details without losing sight of the big picture.
- Exceptional organization skills to prioritize, manage, and implement a variety of competing initiatives, on a concurrent or staggered basis.
- A University degree in Business, Economics, Marketing, Statistics or Management Analytics(desired)

Location(s): Canada : Ontario : Toronto

Scotiabank is a leading bank in the Americas. Guided by our purpose: "for every future", we help our customers, their families and their communities achieve success through a broad range of advice, products and services, including personal and commercial banking, wealth management and private banking, corporate and investment banking, and capital markets.

At Scotiabank, we value the unique skills and experiences each individual brings to the Bank, and are committed to

creating and maintaining an inclusive and accessible environment for everyone. If you require accommodation (including, but not limited to, an accessible interview site, alternate format documents, ASL Interpreter, or Assistive Technology) during the recruitment and selection process, please let our Recruitment team know. If you require technical assistance, please [click here](#). Candidates must apply directly online to be considered for this role. We thank all applicants for their interest in a career at Scotiabank; however, only those candidates who are selected for an interview will be contacted.

For more information, visit [Scotiabank for Manager, Digital Communication Strategy](#)