



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

Date Printed: 2024/03/29

Director, Engagement, Retail Customer Growth

Job ID	81-DD-38-ED-6A-F6	
Web Address	https://careers.indigenous.link/viewjob?jobname=81-DD-38-ED-6A-F6	
Company	Scotiabank	
Location	Toronto, Ontario	
Date Posted	From: 2022-09-19	To: 2023-03-18
Job	Type: Full-time	Category: Creative Media and Writers
Languages	English	

Description

Massey Henry is pleased to support the Director, Engagement, Retail Customer Growth recruitment on behalf of Scotiabank (TSX: BNS). Named as one of Canada's Best Employers and recognized for best-in-class executive gender diversity in corporate Canada, Scotiabank is a leading bank in the Americas, with a team of over 90,000 employees and assets of approximately \$1.3 trillion.

Status: Full-time / permanent

Location: Toronto, Ontario, Canada

About Scotiabank

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. With a team of over 90,000 employees and assets of approximately \$1.3 trillion, Scotiabank trades on the Toronto Stock Exchange (TSX: BNS) and New York Stock Exchange (NYSE: BNS).

Diversity & Inclusion

Scotiabank strives to create an inclusive culture where every employee is empowered to reach their fullest potential, respected for who they are, and their differences and similarities are embraced. We unlock our employees' potential through bias-free practices and one set of inclusive values across Scotiabank.

Scotiabank actively supports Employee Resource Groups (ERGs) - grassroots initiatives that celebrate our diversity and foster inclusion. ERGs span diverse gender identities, ages, abilities, sexual orientations, ethnicities, veterans, and allies.

Examples of these groups within Scotiabank include:

The Indigenous Network: The Indigenous Network supports the Bank's overall commitment to create an inclusive and accessible workplace for all employees. By providing a forum for employees who are passionate about the inclusion of Indigenous Peoples and partnering with local Indigenous organizations, the Indigenous Network is advancing employee's awareness and knowledge of Indigenous inclusion in Canada.

Women: Scotiabank has many women's groups that operate globally and focus on advancing gender inclusion.

Members are committed to educating and empowering women by supporting their personal and professional growth.

The Black Employee Network: The Black Employee Network advances the inclusion of Black employees by providing development opportunities and creating a pipeline of diverse talent throughout the organization.

The Opportunity

Reporting to the Vice President, Retail Customer Growth, the Director, Engagement, Retail Customer Growth ("Director") leads and oversees the design, execution, and ongoing improvement of engagement programs to drive client activation, deepen customer relationships (retention, product adoption, and product usage), and generate long-term loyalty to support the achievement of revenue and profitability objectives for the Retail Customer group (Chequing, Savings, Credit Card, and Unsecured Lending) and its strategic segments.

An influential collaborator with a growth mindset, the Director leads and oversees the adoption, integration, and support of Customer Growth and Product programs through Scotia's Banking channels. The Director plays an integral role in driving sales effectiveness, program execution, and driving customer relationships, while ensuring business strategies

are delivered in compliance with governing regulations and internal policies.

Key Accountabilities

Leads and drives a customer focused culture throughout their team to deepen client relationships and leverage broader Bank relationships, systems, and knowledge.

Leads the customer engagement strategy, working across the bank to create outreach programs to engage customers throughout their lifecycle; builds relationships with customers through proactive communication in all channels.

Works with coaches and sales leaders (DVP and below) to help position Scotiabank's product shelf to support the drivers of acquisition and deepen customer relationships.

Develops key partner relationships (Branch & Contact Centres & ABM); builds partnerships with business line management teams and regional leadership team (i.e., Regional SVPs, Vice Presidents, Vice-Presidents, Regional Vice-Presidents, Directors, and Sales Managers) to influence management engagement and garner support for business growth.

Collaborates with stakeholders to determine priority areas; maintains a calendar for all channel and customer engagement activities, ensuring focus is placed on the most impactful initiatives.

Produces customer-driven communication, training programs, lead management plans, and sales tools that address market needs.

Monitors and measures program and business line performance to uncover opportunities and guide channel leadership to remedy problem areas.

Establishes program KPIs; monitors and measures success of programs, conveying insights and recommendations to key stakeholder groups.

Demonstrates a robust understanding of the Bank's risk appetite and risk culture, and how these elements should be considered in day-to-day activities and decisions.

Builds a high-performance team environment and implements a people strategy that attracts, retains, develops and motivates the team by fostering an inclusive work environment using a coaching mindset and behaviours; enables the pursuit of effective operations in accordance with Scotiabank's Values, Code of Conduct, and Global Sales Principles.

Communicates vision/values/business strategy for the team; manages succession and development planning.

Ensures adequacy, adherence to, and effectiveness of day-to-day business controls to meet obligations with respect to operational, compliance, AML/ATF/sanctions and conduct risk.

Additional Information

The Director, Engagement will:

Lead a team of up to five employees.

Support Retail Product Lines, including Chequing, Savings, Credit Card, Investments Unsecured Lending.

Support the achievement of business line targets.

Be responsible for ensuring effective management of budgets.

The Individual

The Director, Engagement, Retail Customer Growth is a growth-minded and strategic executive with extensive experience in channel marketing, customer engagement, and take to market. Recognized for their collaborative approach, the successful candidate possesses the gravitas to influence and partner with key cross-functional stakeholders across the Bank. The Director is also a strong people manager, able to leverage an authentic leadership approach to build and develop a high-performing team while instilling a passion for Scotia's broader vision.

Key Qualifications

10+ years of management experience, including in Channel Marketing, customer engagement and take to market, specifically in organizations with broad geographical distribution network.

Strong organizational change management orientation.

Good understanding of Retail products financials and P&L levers within a financial services environment.

Strong strategic thinking and results-focus skills.

Post-secondary education (marketing/business administration) preferred.

Equal Opportunity

Scotiabank and Massey Henry are committed to employment equity and diversity in the workplace; we welcome applications from women, racially visible individuals, people with disabilities, Indigenous peoples, and LGBTQ+ persons. Our firm is committed to providing persons with disabilities with equal opportunities and standards of goods and services, and we are fully compliant with applicable provincial Disabilities Acts.

Scotiabank and Massey Henry value the unique skills and experiences each individual brings, 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 us know.

How to Apply

Click "Apply Now"

Interested applicants can contact gaurav.pokharel@masseyhenry.com OR apply directly through the applicant link on the Massey Henry website