



INVESTMENT INDUSTRY ASSOCIATION OF CANADA  
ASSOCIATION CANADIENNE DU COMMERCE DES VALEURS MOBILIÈRES

## POSITION DESCRIPTION

**Title: Managing Director, Investment Industry Association of Canada**

### PRIMARY PURPOSE

- To build industry consensus on specific regulatory and policy proposals, develop a formal industry position and articulate these positions effectively in written and verbal format.
- To anticipate forthcoming regulatory and policy positions through an understanding of financial and business trends in Canada and abroad; and the monitoring of developments in other securities jurisdictions and with multi-lateral financial institutions; undertaking the necessary research; and identifying the appropriate response for the Canadian investment industry
- To help drive the association agenda through IIAC's four pillars of advocacy, industry awareness, member operational support and market advancement

### DETAILED RESPONSIBILITIES

#### 1. Advocacy and Member Support

##### ***Advocacy***

- Identify legislative and regulatory issues impeding Canadian capital markets, dealers, savings and/or investment
- Research and draft submissions to government and regulators in Canada and, where relevant, abroad on issues affecting the capital markets, dealers and investors, promoting industry positions to achieve industry-favourable solutions
- Manage or oversee committees to comment on and approve submissions
- Identify stakeholders that support or oppose IIAC positions and seek to engage or neutralize them
- Develop and implement comprehensive strategies, where required, to advance positions

##### ***Member Operational Support***

- Develop, review and manage delivery of tools and templates
- Respond to member questions and seek to help them address relevant issues
- Identify services that could be offered at a group discount rate
- Develop and provide or co-ordinate information sessions

### ***Market Advancement***

- Remain abreast of developments in Canadian, American, European and other markets and assess global trends for relevance in Canada
- Identify gaps and opportunities and plans to identify and promote change to close gaps/take advantage of opportunities

### ***Industry Awareness***

- Identify positive aspects about Canadian capital markets, dealers and the securities industry
- Strategize with Public Affairs regarding opportunities to promote awareness of capital markets, dealers and the securities industry
- Ensure industry submissions, position papers, best practices, etc. are circulated, posted on the website or otherwise made available to appropriate stakeholders on a timely basis

## **2. Public Affairs Support**

- Ensure Capital Markets materials are provided in as near to a web-ready state as possible to Public Affairs
- Manage media calls where required by Public Affairs
- Provide guidance and support to other IIAC team members as required and serve as communications back-up to Public Affairs
- Support President/CEO and VPs in the preparation of speeches, analyses, op-eds, etc. as required

## **3. Relationship Management**

- Establish and maintain industry, government, regulatory and professional industry association contacts in the securities industry to keep abreast of market trends and developments to support policy positions and identify new opportunities
- Work with other industry associations and organizations to advance positions
- Establish and maintain professional relationships with IIAC and IIROC committees that will lead to member satisfaction
- Support affiliates where related to Managing Director's committees/issues
- Work closely with fellow IIAC team members where additional resources are required

## **JOB SPECIFICATIONS**

The successful candidate will have sound knowledge of domestic capital markets and the retail and institutional architecture of the financial sector, and a good understanding of the existing regulatory landscape. The successful candidate should be able to demonstrate through past work experience a familiarity and comfort with analytics, the ability to express positions clearly and concisely, analytical/problem-solving skills, demonstrated communication competencies, and an ability to plan and coordinate activities in a team environment, are essential.