

Title: **Regional Director, Government Relations (BC)**
Department: **Government Relations**
Location: **Vancouver**
Link: www.ccu.com

The Canadian Credit Union Association (CCUA) is the national trade association for the credit union sector in Canada. Canada's credit unions are vital competitors in the financial services industry. CCUA, as the national voice and national forum for this cooperative voice, actively leads and participates in initiatives to build successful, competitive, and growing credit unions in Canada.

Reporting to the Vice President, Government Relations, the Regional Director, BC Government Relations is responsible for developing, resourcing and implementing advocacy approaches and strategies in British Columbia (the "Province") to advance government relations objectives. The Regional Director is based in and leads CCUA's government relations work in British Columbia, grows the grassroots advocacy capacity and effectiveness of credit union staff and directors, and builds relationships with legislators including taking steps to enhance the profile, image and reputation of credit unions among stakeholders at the provincial and federal level.

Key Responsibilities:

- Contributes directly to the strategy to advance CCUA's government relations objectives in British Columbia
- Establishes positive rapport with legislators, policy-makers, municipal and regional officials, and other appointed provincial and federal personnel to promote adoption of legislative proposals or other initiatives that promote the growth, development and stability of the credit union system
- Develops submissions on behalf of credit unions that influence public policy, legislation and regulation in support of the cooperative financial sector
- Coordinates with other regional government relations staff to build consistency of approach and leverage expertise
- Prepares and presents briefs, position papers and speeches to executive managers, boards of directors and other credit union forums as well as external organizations
- Promotes and develops the grassroots government relations capacity of credit unions in the British Columbia
- Liaises directly with credit union staff to influence their participation in advocacy activities
- Works with staff of provincial centrals and member credit unions to promote and seek to maintain a broad and consistent use of government relations strategy, tactics and messaging



- Researches potential issues and amendments to federal and provincial financial institutions' statutes and regulations, including the Credit Union Incorporation Act (B.C.) and the Financial Institutions Act (B.C.)
- Prepares briefing notes, consultation papers, and other documents as required to build awareness and understanding of policy issues amongst key decision making groups
- Using multiple data sources, proposes policy alternatives that ensure competitiveness
- Monitors, assesses and presents to management and external stakeholders business impacts of policy, regulatory, social and political trends. Provides technical writing and analytical support to management in the development of strategic projects
- Leads in planning, developing, producing and implementing government relations initiatives to advance the interests and awareness of credit unions in British Columbia

Qualifications, Skills and Experience:

- A minimum of five years of relevant experience in government relations or in an MPP or Minister's office providing advice on legislative or political strategy, issues management, or stakeholder relations
- Experience providing project leadership and guidance in a small team setting
- Discretion, tact, the ability to act independently with good judgment, and the ability to work successfully in teams
- Ability to communicate complex ideas clearly, persuasively and with concision
- Strong organizational skills and the ability to manage simultaneous priorities within tight deadlines
- Experience working for elected officials, provincially or federally
- Familiarity with credit unions and co-operatively structured corporations an asset
- Completion of post-secondary education in a relevant discipline, including political science, public administration, or public affairs; Masters degree is preferred.

To apply, please send your resume and cover letter quoting in the subject line "Reg. Director, Government Relations (BC)" to mycareer@ccua.com

Canadian Credit Union Association is committed to employment equity and encourages applications from qualified candidates. Recruitment related accommodations for organizational positions will be provided upon request.

We thank all applicants in advance; however only those selected for an interview will be contacted.

