



FaithLife Financial is a financial services organization that operates as a fraternal benefit society for Canadian Christians. We view money as a tool, not a goal. Our unique approach to blending faith and finances helps our members to be wise with money and live generously. But, that's only part of our story. We also support programs that help build stronger families, churches and communities. You could call it a fresh way to think about money.

If you're intrigued by our mission and the possibility of becoming part of it, we are currently recruiting for an outstanding individual to join our team as **Director Business Development Distribution**.

### **General Accountability**

This role leads strategic responsibilities for business development across all sales channels within Distribution, including: the development, maintenance and delivery of FR training programs; development, growth and day-to-day management of FaithLife Financial's brokerage distribution channel; recruiting and selection support; inside sales strategy; career channel rewards and recognition; direct to consumer channel; provides product marketing support to develop sales concepts and collateral.

### **Specific Accountabilities**

#### **Overall**

1. Provide leadership as a change agent leading and participating in projects that transform the culture to one that is focused on sales performance, stewardship, member-centricity and partnership.
2. Identify opportunities for strategic partnerships/alliances that mold well with FaithLife Financial's culture and value proposition.
3. As a member of the senior management team, contribute to the planning and implementation of corporate strategic and operational imperatives.
4. Ongoing assessment of FaithLife Financial's SWOT position in the marketplace to provide a sight-line into critical thinking resulting in the enhancement of strategies and tactics required to maintain our sales growth momentum towards our annual and mid-term strategic priorities.

#### **Business Development**

5. Work with the VP Sales and Distribution in the support of Sales and Distribution's strategic and operational initiatives to:
  - a. Lead and provide strategic oversight in the development of actions focused on existing distribution revenue streams and the development of new revenue streams.
  - b. Lead, coordinate and attend key distribution development meetings – cross functional – and report back to the VP Sales on key collaboration factors affecting the broader business.
  - c. Communicate and ensure implementation of company strategies and programs in the field.

**HEAD OFFICE** 300 - 470 WEBER STREET NORTH, WATERLOO, ON N2L 6J2

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6. Lead the development, maintenance and delivery of FR training programs, including:
  - a. Collaborate with DM's to identify areas of training need and strategy for addressing.
  - b. Provide oversight to the FR Training Specialist on the delivery of training to sales, sales management, MGAs and Brokers as well as product and sales support via webinars, in branch office presentations and conferences.
  - c. Assisting DMs with the on-boarding of new FRs to FaithLife Financial.
  - d. Developing and identify continuing education opportunities for all FRs.
  - e. Leveraging on-line tools and resources to deliver virtual training and development to FRs.
  
7. Play a leadership role in the development, growth and day-to-day management of FaithLife Financial's brokerage distribution channel:
  - a. Prepare executive sales presentations.
  - b. Develop and lead broker strategy.
  - c. Identify issues and mitigations to launch a successful broker program, including identification of key head office stakeholders.
  - d. Establish mutually beneficial contracts at the MGA, AGA and broker level.
  
8. Lead recruiting and selection support:
  - a. Partner with Marketing to develop useful and market appropriate recruiting collateral.
  - b. Identify opportunities and manage support for recruiting advertising and leads opportunities across all districts.
  - c. Provide leadership to selection function including assessment of tools used.
  
9. Develop and manage an inside sales strategy:
  - a. Conduct cost/benefit analysis of continuing and expanding existing programs.
  - b. Review existing Inside Sales strategy, and if maintained moving forward – develop structure of Inside Sales team and provide leadership.
  - c. Consider possibility of using Inside Sales strategy as an FR recruiting tool.
  
10. Develop and oversee career channel rewards and recognition programs:
  - a. Design and operationalize effective activity campaigns and programs to reward FRs for delivering results.
  - b. Execute programs and ensure accurate, timely reporting of results.
  
11. Lead the development of FaithLife Financial's direct to consumer sales channel.
  
12. From a product marketing perspective, provide leadership on product needs and trends and develop sales concepts and marketing materials to provide to career and broker channels.
  
13. Live the company's values and execute on the company's vision with a strong focus on member centricity and achieving results.
  
14. Proactively identify opportunities for sales process and talent improvement. Work closely with sales management and prioritize opportunities for improvement.



### **Requirements for the Role:**

- Demonstrated experience in business development capacity and relationship management.
- Has a history of achieving results and considered a top performer.
- Possesses strong analytical, management, team building and organizational skills and can translate this into action and results.
- Thinks “big picture” and use this in proactively identifying strategic direction.
- Demonstrated execution skills, understands the details and converts the analysis into action and, ultimately, revenue growth.
- Willing to operate as the trusted advisor to the VP of Sales.
- Can provide leadership, direction and feedback to team members, including remote District Managers
- Has excellent presentation and communication skills, both verbal and written. This includes the ability to ask good questions and probe for answers.

### **Experience and Professional Qualifications:**

- University degree in business management or related discipline
- Experience cultivating and building relationships with MGAs and brokers within the insurance industry
- Minimum 10 years experience in a business development/sales related role.
- Minimum 5 years direct sales experience.
- CFP, MBA, Life License and asset.
- Travel about 25% time requirement.

### **Why work at FaithLife Financial?**

- Work as a team for the purpose of giving back in our community
- We offer a defined contribution pension plan with a company matching program
- Receive a comprehensive group benefit plan for you and your family
- We offer a competitive total compensation program
- We are an organization with a vested interest in growing your career

### **Please apply to [careers@faithlifefinancial.ca](mailto:careers@faithlifefinancial.ca) by, October 14, 2018**

Persons with disabilities who need accommodation in the application process, or those needing job postings in an alternative format, may e-mail a request to [careers@faithlifefinancial.ca](mailto:careers@faithlifefinancial.ca)

We thank all applicants for showing an interest in this position. Only those selected for an interview will be contacted.

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