

Executive Director, Stakeholder Engagement

January 13, 2025

For over 60 years, the Local Authorities Pension Plan (LAPP or Plan) has proudly provided stable and secure pensions. With more than 315,000 members and assets over \$70 billion, LAPP is one of Canada's largest public sector pension plans and a model for success in today's complex pension landscape. LAPP Corporation acts as trustee and administrator of LAPP and is responsible for managing the Plan in the best interests of its members and participating employers.

LAPP Corporation is a growing organization of enthusiastic, talented professionals who expertly manage risk, strategically deliver solutions, and earnestly support the important work of providing a secure lifetime pension for over 315,000 plan members. LAPP Corporation is currently looking for an Executive Director, Stakeholder Engagement to join their team.

PURPOSE

The Executive Director, Stakeholder Engagement will have two primary responsibilities:

- Lead the development and implementation of effective engagement strategies with LAPP's over 450 existing employers, ensuring that LAPP's value proposition is understood and that all employers feel supported.
- Implementation and refinement of strategies to support the growth of LAPP through prospecting and engagement with potential new employers, the utilization of marketing and educational materials, developing processes for the effective onboarding of new employers and ensuring a robust support framework.

These responsibilities will be carried out in close collaboration with the various teams within LAPP, sponsor labour organizations, along with LAPP's administrative service provider, Alberta Pensions Services.

REPORTS TO

VP, Stakeholder Relations & Communications

MAJOR RESPONSIBILITIES & ACTIVITIES

Growth:

- Develop and execute comprehensive employer engagement strategies aligned with LAPP's vision.
- Partner with stakeholders to identify opportunities for innovation and expansion of membership.
- Identify and pursue new leads and maintain an accurate and up-to-date lead database.
- Present to and educate stakeholders about the value of a LAPP pension.

- Proactively engage in business development activities and opportunities, which may include identifying new partnerships, plan transfers, and reaching new employer, union, and membership groups to expand LAPP's membership.
- Collaborate with internal teams to ensure smooth onboarding and implementation for new partnerships.
- Develop metrics to assess the effectiveness of stakeholder engagement strategies and report on outcomes to the Executive team.
- Identify trends and insights from stakeholder interactions to inform decision-making and continuous improvement.
- Track and leverage competitive intelligence to identify emerging opportunities.

Employer Engagement & Education:

- Oversee and support existing relationships with participating employers, unions, and other stakeholders at appropriate levels, ensuring service excellence and fostering long-term partnerships.
- Maintain an accurate and up-to-date database on client engagement activities.
- Take the lead on the escalation of strategic employer issues and assist colleagues with solutioning.
- Work closely with APS's Education Team on the support and education of various LAPP employers.
- Monitor feedback from education sessions and work in collaboration with APS to ensure timely information and insight is obtained.

Communication & Advocacy:

- Work closely with internal communications and marketing team, legal, policy, investment, and governance to ensure accurate, consistent and aligned messaging.
- Represent LAPP at industry events, forums, and meetings to advocate for LAPP's interests and promote LAPP's engagement efforts.
- Serve as a liaison with government and regulatory bodies to ensure alignment with policy and regulatory requirements.
- Integration of LAPP Marketing and Communications' messages to articulate the distinctive features and value of LAPP.
- Facilitate discussions and partnerships that support LAPP's vision and drive mutual success.

KNOWLEDGE, SKILLS & ABILITIES

- Proven track record of successfully engaging and consulting with a complex network of stakeholders.
- Understanding of the regulatory and policy environment affecting pension providers would be an asset.
- Exceptional communication, public speaking, and interpersonal skills, with the ability to influence and build trust with diverse audiences.
- Ability to simplify complex messaging and adapt communication style as needed.
- Ability to employ active listening skills to understand needs of prospects and stakeholders.

- Strong strategic thinking and problem-solving skills.
- Demonstrated ability to navigate complex organizational environments and drive cross-functional collaborations.
- Resilience in handling difficult situations, managing client expectations and maintaining composure under pressure is essential.
- Ability to be flexible and adaptable to changing stakeholder needs and organizational priorities.
- Experience with business development, performance measurement and reporting tools (eg. CRM).
- Strong internal and external negotiation skills.
- Ability to manage resources to achieve goals and objectives including the ability to effectively negotiate with Executive on recommendations and deliverables.
- Ability to establish and maintain strong working relationships with staff and with service providers.

QUALIFICATIONS

- Bachelor's degree (master's would be an asset) in business administration, public relations, communications, or related field.
- A minimum of 8+ years of experience in marketing, stakeholder relations, public affairs, or a similar leadership role, preferably within the pension, consulting, or financial services.
- Expertise with marketing and sales software such as Salesforce or HubSpot.

CONTACTS

Interested applicants should submit their resume and cover letter to hr@lapp.ca by February 14, 2025.

OTHER CONSIDERATIONS

- This is a permanent position.
- Position located in Edmonton in a hybrid work environment.
- Frequent travel within Alberta and Canada (occasionally) will be required.