

# Partnerships Manager

## Overview

Credit Canada is hiring an experienced and entrepreneurial manager to expand our referral and creditor relations program.

Reporting to the Director of Partnerships and working closely with the Director of Counselling and Client Services, you will play a key role in expanding our referral network by identifying and cultivating new partnerships with financial institutions and other referral partners, including social service agencies. You will also steward and strengthen relationships with existing partners. In other countries, non-profit credit counsellors work collaboratively with financial institutions to support consumers struggling with unmanageable debt. Our goal at Credit Canada is to replicate this model, and we see it as an opportunity to increase awareness of our debt counselling services across the country.

By growing and managing referral partners and our network of creditors, you will play a pivotal role in transforming lives and advancing Credit Canada's vision and mission.

### ***Our Vision:***

*We are Canada's leaders in credit counselling, transforming the way people use credit.*

### ***Our Mission:***

*We help people get out of debt, so they can get back into life.*

## **Who We Are**

For more than 60 years, Credit Canada has been helping Canadians lead healthier financial lives, achieve their goals, and improve their quality of life through financial education and debt resolution. As a national, non-profit organization and Canada's first and longest-standing credit counselling agency, Credit Canada has helped thousands avoid bankruptcy, become debt-free, and achieve financial wellness.

Last year, we assisted approximately 70,000 consumers through our credit counselling and educational services, which are available to all Canadians regardless of income level or employment status. Now, and into the near future, many Canadians will need credit counselling services that put their best interests first, and we're stepping up to answer the call.

Experience what it feels like being a part of our collaborative, motivated and purpose-driven team.

## **Job Responsibilities**

**As Partnerships Manager, you will:**

- Proactively identify and secure new referral opportunities to expand and strengthen our partnership network.
- Develop scalable, efficient processes to track partner referrals.
- Analyze referral data and trends.
- Develop and articulate a compelling value proposition that aligns organizational strategy with the dynamic and diverse goals of external stakeholders.
- Support referral partners with training and ongoing guidance to ensure clarity and adherence to client referral processes.
- Cultivate a deep understanding of the value and impact of partnering with Credit Canada.
- Identify opportunities for both creditors and Credit Canada, and collaborate with external partners and internal teams to develop effective solutions.
- Stay informed about industry developments, competitive offerings, technology innovations, economic conditions and evolving stakeholder expectations.
- Act as an advocate and creditor relations representative with governing/accreditation bodies, lending institutions, social services, non-profits, etc., being the voice for Credit Canada and our clients.
- Maintain up-to-date records and communications with both internal and external stakeholders.

**Qualifications/Skills****You are:**

- Results-driven, with a demonstrated track record of taking initiative, overcoming obstacles and finding ways to deliver goals.
- A fast learner with an ability to listen and challenge own biases and assumptions.
- A top-notch communicator who is clear and persuasive in oral and written communication and expresses ideas in ways that build commitment.
- Able to create strong relationships with existing partners and stakeholders rooted in trust to find win-win solutions.
- Able to analyze processes and improve systems to better meet current and future needs.
- Thorough and accurate in the completion of work.
- Comfortable with technology and willing to learn new hardware and software.

**You have an:**

- Ability to sell referral partners on the opportunity of working with Credit Canada, for the benefit of the partner and their clients.
- Ability to communicate the value proposition of a partnership and strategically grow partner relationships.

- Ability to effectively manage multiple priorities while adapting to evolving agency, client, and stakeholder needs.
- History of putting in place a thorough program of action and persisting to overcome obstacles, and finding alternative ways to deliver objectives.
- Proficiency in taking an analytical approach to information and data to understand complex issues and identify solutions.
- Ability to read the situation, adjust communication and behaviour to establish rapport, build partnerships and engage stakeholders.

### **Education and Experience Requirements:**

- Must have experience working with/for financial institutions, preferably with a strong understanding of collections.
- Minimum 5 years of work experience in Sales, Business Development, and/or Marketing.
- University or College degree, or the equivalent combination of education and experience.
- Strong command of the English language.
- Experience using CRM tools.
- Must be bondable.
- Experience in credit counselling/AFCC Credit Counsellor certification is considered an asset.
- Experience in B2B partnerships is considered an asset.

### **Dates, Work Hours & Location**

**Hours:** Full-time position, Monday-Friday, 9am to 5pm. Hours are flexible with your manager's approval and may vary depending on business needs.

**Location:** Credit Canada is a "remote-friendly hybrid " organization. To foster collaboration, we require periodic attendance at the office (Yonge/Sheppard). This position will also be required to occasionally attend in-person meetings with partners and other in-person events. We are open to receiving applications from candidates outside the GTA.

### **Compensation**

The hiring range for this role is \$75,000 to \$85,000. The starting salary within the hiring range will be determined by skills and experience.

### **To Apply**

Applications (cover letter and resume) for the Manager of Partnerships role should be submitted in confidence to [careers@creditcanada.com](mailto:careers@creditcanada.com).

Artificial intelligence may be used during the recruitment process to assist with screening or evaluating candidates.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.

**Application Deadline:** Monday, April 6th.