

Associate Director - Brand, Marketing and Communications Market Segment Leader

EY, a global market-leading professional services organization, with dynamic people in more than 150 countries, is committed to operating with integrity, quality and professionalism in the provision of audit, tax, advisory and transaction advisory services.

We are currently seeking applications for an exciting leadership opportunity as an Associate Director within our Brand, Marketing and Communications (BMC) team, based in Bermuda. As a key member of the BMC function of EY's Americas Financial Services Organization (FSO), a region of more than 10,000 professionals in 80-plus offices, you will help strategically position the firm's distinctive brand and support marketing and communications activities across our market segments. In this role, you will provide direct support and oversight to the Bahamas, Bermuda, British Virgin Islands and Cayman Islands (BBC) Market Segment. Additionally you will help the FSO Americas BMC leader to develop a framework, structure and processes for the support of various market segments and geographies across the Americas.

Working closely with the BBC market segment leadership team, you will play a crucial role in helping meet our BMC objectives and achieving revenue goals. Specifically, you will strategize, build, implement and evaluate priority BMC programs within this geographic market segment, by leveraging brand activities developed globally; content developed by our FSO Banking & Capital Markets, Insurance, Wealth & Asset Management, Innovations & Alliances, and Tax marketing teams; and internal communications outreach developed by our FSO Communications & Engagement team. You will play a key role with the creation and distribution of thought leadership and marketing material, build and manage client events, as well as use digital marketing, social media, and media relations, to raise EY's brand. You will work with market segment leaders to ensure these programs are effectively executed and be an advocate for what is relevant in the local market.

As a member of our Americas FSO BMC team, you will have the opportunity to directly support and promote EY's brand, as well as, develop your career through a broad scope of engagements, mentoring and formal learning. This is how EY develops outstanding leaders who team to deliver on our promises to all of our stakeholders and continues to play a critical role in building a better working world for our people, our clients and our communities.

Responsibilities:

- ▶ Provide dedicated brand, marketing and communications support to the BBC Market Segment
- ▶ Build relationships and provide counsel as the go-to BMC adviser in the BBC Market Segment
- ▶ In collaboration with the market segment manager and business development, help plan and execute BMC activities that are in line with BBC market segment priorities
- ▶ Supervisory responsibilities: supervise/manage a team of three people (based in the BBC, Chicago and San Francisco); the size of the team may grow in the future
- ▶ Work closely with BMC colleagues in sector, service line, internal communications and branding roles to drive connectivity between brand, marketing and communication programs and the BBC Market Segment
- ▶ Focus on getting EY market insights into the local markets
- ▶ Help to increase participation of BBC market segment clients and targets in FSO activities (e.g., webcasts, conferences, roundtables)
- ▶ Oversee and support BBC affinity groups and corporate responsibility efforts
- ▶ Drive the use of BMC tools and resources by EY professionals in the BBC (Yammer, SharePoint and CRM systems)
- ▶ Proactively share leading BMC practices and provide insights on growth areas of interest

Required skills/experience/attributes:

- ▶ A bachelor's degree, preferably with a marketing or communications major
- ▶ A minimum of 10 years of marketing and communications experience at a mid to senior level, with financial services industry and/or professional services experience required
- ▶ Demonstrated track record of developing and implementing integrated marketing and communication programs, ideally within a large, global, matrix organization; exposure to sales process a plus
- ▶ Understanding of advanced marketing and communication principles and exposure to financial industry marketplace issues
- ▶ Broad communications skill set including branding, marketing, collateral production, and employee and leadership communications
- ▶ Strong attention to detail and proficiency at effectively managing multiple complex and deadline-driven projects
- ▶ Excellent written and verbal communications skills, including networking skills in a wide range of situations and with people at all levels within the organization
- ▶ Proven talent at building relationships to produce results and outcomes
- ▶ Proficient with computers, including MS Office, and confident at using technology to utilize resources and leading practice
- ▶ A strong team player and lateral thinker, who is comfortable working collaboratively, virtually and independently
- ▶ The ability to work a flexible schedule, as moderate travel will be required during peak periods
- ▶ Integrity within a professional environment

To apply for this opportunity, please visit the careers section of our website: ey.com/bermuda (job reference: **BER000U9**), email your resume and cover letter to: bermuda.careers@bm.ey.com, or hand deliver to:

The Recruitment Manager - Human Resources
Ernst & Young Ltd.
3 Bermudiana Road
Hamilton, HM08
Telephone: **+1 441 295 7000**

Deadline for applications: **12 October 2016**

EY, an equal opportunity employer, values the diversity of our workforce and the knowledge of our people.