



**Position Title**            **Manager, Marketing (maternity leave replacement)**

**Location**                    Toronto

**Reporting To**              Vice President, Marketing

**Position Overview**        The Manager, Marketing position supports the Vice President of Marketing by overseeing Advisor marketing services and initiatives including customized marketing and prospecting campaigns development and execution.

- Duties and Responsibilities**
- Management of account marketing services and Account Manager team to produce customized marketing materials as well as develop and execute strategic Advisor marketing support. This includes ensuring the receipt of requests, coordinating design and limited copywriting as well as the multi-pronged sign-off process
  - Oversee and provide strategic marketing support for Investment Advisor teams through one-on-one marketing strategies to help them achieve their goals
  - Assist in development and support of compelling prospect generation, seminars and awareness programs for Investment Advisor teams (e.g. RSP/TFSA campaign, Advisor seminars)
  - Track and monitor Advisor marketing reporting system
  - Organize and keep careful documentation for project trafficking between vendors, clients and the marketing team
  - Generate quarterly reports of Advisor marketing participation from docket logs
  - Generate marketing materials such as corporate communications and email campaigns for Advisor teams
  - Training and support for Advisor teams of the platforms marketing maintains such as the Advisor website solutions and dynamic email tool, etc.
  - Maintains accurate records of quotes, budget, and Compliance/Branch Manager and Marketing sign-offs for Boutique Marketing and various design files
  - Tracks and liaises with the accounting department on a monthly basis regarding marketing expenditures and Advisor marketing expenses.

- Education**
- College or university required. Marketing or communications diploma preferred
  - Production and design knowledge a benefit

- Qualifications**
- Excellent attention to detail and strong analytical and organizational skills
  - Leadership ability and prior experience in managing a team
  - Experience in corporate project management and proven ability to juggle multiple projects in an energetic, fast-paced environment
  - Ability to think strategically combined with capacity for detail
  - Resourceful self-starter with ability to jump in and ramp up quickly
  - Ability to prioritize activities and take initiative
  - Enthusiastic, supportive, self-starter
  - Client focused and results oriented
  - Strong communication skills, both verbal and written
  - Strong proficiency with Microsoft Office applications (i.e. Outlook, PowerPoint, Word, Excel, Project)
  - Ability to work both independently and work effectively in a team environment