



Position Title	Manager, Marketing Creative Services
Location	Toronto
Reporting To	Vice President, Marketing – Wealth Strategies
Position Overview	Manager, Marketing Creative Services is responsible for successfully managing the creative guidelines for the firm and the development of dynamic marketing collateral in both hard copy and digital applications. Additionally, this role will manage related strategic initiatives.
Duties and Responsibilities	<ul style="list-style-type: none">• Manage a team of marketing creative services professionals effectively to ensure the timely delivery of dynamic marketing collateral• Implement clear creative guidelines (writing, design and format standards and processes) to produce consistent and high quality results that support the overall brand strategy in both English and French• Write and/or work with external writers to produce effective marketing content or campaigns for multiple channels on a variety of topics related to the wealth management industry• Uphold the digital marketing strategy by managing the timely updating of all online channels including corporate websites, advisor websites (enterprise level) and social media feeds• Collaborate with Marketing Team and others across the firm to manage and execute creative and other related projects as required• Conduct employee performance evaluations: goal setting, monitoring, evaluation, and appraisal• Manage all external creative services, printers and digital vendors including: printers, online stationery store, dynamic email, website systems (CMS), etc.• Maintain accurate records of quotes, budget, and other administration requirements• Establish and manage a documentation system for project trafficking between internal clients and the marketing team• Stay current on trends in all aspects of creative and digital marketing
Education	<ul style="list-style-type: none">• College or university required• Marketing or creative discipline diploma preferred
Qualifications	<ul style="list-style-type: none">• 5+ years Creative Services Manager, Art Director or related experience• Experienced people leader who demonstrates advanced coaching, and mentoring skills• Excellent creative writing skills• Ability to think strategically combined with excellent attention to detail and strong analytical and organizational skills• Experience in corporate project management and proven ability to juggle multiple projects in an energetic, fast-paced environment• Resourceful self-starter with ability to jump in and ramp up quickly• Client focused and results oriented• Excellent communication skills, both verbal and written

- Strong proficiency with Microsoft Office applications (i.e. Outlook, PowerPoint, Word, Excel, Project)
- Education: Production and design knowledge a must