



Position Title **Marketing Account Manager**

Location Toronto

Reporting To Manager, Marketing

Job ID MKT - 008

Position Overview The Marketing Account Manager supports Advisor Services by coordinating corporate and boutique marketing projects and initiatives and uphold the company corporate identity.

Key Accountabilities

- Boutique marketing coordination is a key function of this role. It includes receiving requests, coordinating design and limited copy writing as well as the multi-pronged sign-off process for Advisor teams across Canada including Quebec
- Organize and keep careful documentation for project trafficking between vendors, clients and the marketing team
- Generate marketing materials such as corporate communications and email campaigns
- Support the creation and execution of advisor campaigns (e.g. Boutique Marketing Catalogue, Holiday cards and premiums)
- Supports the development of compelling prospect generation, seminars and awareness programs (e.g. RSP/TFSA campaign, advisor seminars)
- Training and support for Advisor teams of the platforms marketing maintains: email management tool and content management system (CMS), promo and stationery shops
- Maintains accurate records of quotes, budget, and compliance/Branch Manager and marketing sign-offs for Boutique Marketing and various design files
- One-on-one marketing strategies with Advisor teams to help them achieve their goals
- Other marketing administrative duties as assigned

Position Requirements

- Excellent communication skills, written and oral in English
- Excellent attention to detail and strong organizational skills
- 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
- Strong proficiency with Microsoft Office applications (i.e. Outlook, PowerPoint, Word, Excel)
- Ability to work both independently and effectively in a team environment
- Enthusiastic, supportive, self-starter
- Client focused and results oriented
- Education: College or university required. Marketing or communications diploma preferred
- Production and design knowledge a benefit

Experience

Minimum 4 years of work experience with knowledge of marketing practices and principles, business to business marketing, creative process and computer applications. Must possess skills in time management, interpersonal relations and pay close attention to detail. Must demonstrate an ability to meet deadlines, set priorities, multitask, be creative and possess excellent communications and organizational skills.