



<b>Position Title</b>	<b>Senior Content Writer</b>
<b>Location</b>	Toronto
<b>Reporting To</b>	Manager, Marketing Creative Services
<b>Job ID</b>	MKT - 009
<b>Position Overview</b>	The Senior Content Writer will produce effective marketing collateral for multiple channels on a variety of topics related to the wealth management industry.
<b>Duties and Responsibilities</b>	<ul style="list-style-type: none"><li>• Champion the brand strategy and creative guidelines for the firm and produce consistent and engaging content for corporate and advisor level including: website copy, blogs, client communications, social media, brochures, etc.</li><li>• Work collaboratively with the Marketing team and other individuals across the firm to take writing projects from conception to completion in brand and with consistency</li><li>• Measure engagement results with content created where possible</li><li>• Where needed, research unfamiliar financial topics leveraging online and firm resources</li><li>• Analyze media to identify influencers and trending topics in wealth management</li></ul>
<b>Education</b>	<ul style="list-style-type: none"><li>• College or university required</li><li>• Degree in Marketing, Journalism or relevant field</li></ul>
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Senior writer with 5 years or more experience in a corporate or agency role for B2C</li><li>• Understanding and expertise in writing online content</li><li>• Proven ability to juggle multiple projects in an energetic, fast-paced environment and meet deadlines</li><li>• Resourceful self-starter with ability to jump in and ramp up quickly</li><li>• Excellent communication skills, both verbal and written</li><li>• Strong proficiency with Microsoft Office applications (i.e. Outlook, PowerPoint, Word, Excel)</li></ul>