



JOB TITLE: Marketing Associate
DEPARTMENT: Marketing, Guardian Capital Group Limited (“GCG”)
REPORTS TO: Marketing Manager
LOCATION: Toronto, ON

WHO WE ARE:

Guardian Capital Group Limited is a diversified, global financial services company operating in two main business segments: Asset Management and Wealth Management. We provide extensive institutional and private wealth financial solutions to clients through our subsidiaries, while offering comprehensive wealth management services to financial advisors in our national mutual fund dealer, securities dealer and insurance distribution network. Our core values of trustworthiness, integrity and stability, combined with our reputation for steady growth and long-term relationships, have been key to our success over 60 years. Everything we do is about making a difference in others’ lives, be they our clients, partners or each other. We are authentic in our commitment to helping others, and the integrity of our people and strength of our culture and ethics are what make us proud to be part of this firm.

JOB STATEMENT:

Marketing builds meaningful connections and creates experiences that deepen relationships. The team is responsible for developing and leading the Guardian brand and promoting its products and services across distribution channels and market segments. Simply put, we help Guardian and its subsidiaries and affiliates deliver the right message to the right audience, through brand strategy and execution. Reporting to the Marketing Manager, the Marketing Associate will support and drive marketing efforts for the wealth and asset management business of Guardian Capital. The successful candidate will collaborate with the team to optimize and execute marketing campaigns and initiatives that deepen engagement and contribute to business priorities.

ESSENTIAL FUNCTIONS:

- Leveraging marketing acumen to support and facilitate aspects in the client journey including but not limited to collateral development, email marketing, web experiences and ongoing support and optimization;
- Collaborating with the team to facilitate appropriate design and ensure quality and consistency within brand standards;
- Developing and producing marketing collateral and drive content to promote and facilitate the growth and sales efforts;
- Translating content into an impactful narrative through strong-story telling and creative skills. Including but not limited to PowerPoint, whitepapers, handbills and brochures;
- Creating and project managing the production of marketing material in accordance with corporate and compliance standards, which includes partnering with creative resources, external vendors, print resources, communications, compliance, and various internal stakeholders;
- Managing production workflow and ensure execution excellence by proactively providing solutions and working directly partners to ensure deliverables are met;
- Creating and monitoring project plans and schedules to ensure deliverables, milestones and required tasks are executed;
- Measuring the effectiveness of strategies and programs; and
- Participating in special projects and performs other duties as assigned.

QUALIFICATIONS:

- Post-secondary degree
- 3-5 years of marketing experience, with working knowledge of marketing and brand strategies and a demonstrated ability to apply them
- Experience in the financial services industry, preferably asset and/or wealth management
- Working across functional areas to develop effective business solutions that align with company and business unit/department objectives
- Proven interpersonal and relationship management skills, with ability to facilitate consensus among multiple stakeholders
- Detail-oriented and thrive in a fast-paced, deadline-driven environment, prioritizing and managing multiple concurrent initiative
- Excellent communication skills combined with effective relationship-building abilities
- Excellent command of MS Office products: Word, Power Point, Excel
- Strong creative skills and experience with design programs (InDesign) would be an asset

COMPENSATION:

Commensurate with experience

If you are interested in applying for this position, please forward a cover letter and resume in confidence to careers@guardiancapital.com.

Guardian Capital is committed to accessibility in employment and to ensuring equal access to employment opportunities for candidates, including persons with disabilities. In compliance with AODA, Guardian Capital will endeavour to provide reasonable accommodation to persons with disabilities in the recruitment process upon request. If you are selected for an interview and you require accommodation due to disability during the recruitment process, please notify the hiring manager upon scheduling your interview.

We thank all applicants for their interest but only those selected for an interview will be contacted.