

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

JOB STATEMENT:

Marketing builds meaningful connections and creates experiences that deepen relationships. Guardian’s Marketing 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 Senior Director, the Marketing Manager will be responsible for the development and execution of marketing initiatives to support Wealth Management. The successful candidate will lead marketing efforts for the advisory distribution channel, maximizing awareness and enhancing the company’s overall reputation in the marketplace. The Marketing Manager will provide support and leadership to help execute the divisions’ strategy, achieving goals that align with the business strategy to grow revenue and advisor satisfaction.

ESSENTIAL FUNCTIONS:

Marketing Strategies and Plans to Support Sales, Growth and Brand:

- Taking responsibility for the delivery and development of marketing initiatives to drive growth and enhance market positioning for Wealth Management (including Worldsource Wealth Management Inc. and the Guardian entities); and
- Leveraging marketing acumen to support and facilitate aspects in the client journey, including, but not limited to, brand management, collateral development, email marketing, web experiences, social media and ongoing support and optimization.

Competitive Analysis and Innovation:

- Understanding market and growth drivers, incorporating value proposition, providing insight to segment and channeling proof points that drive competitive advantage and translates business strategies into marketing plans;
- Leveraging knowledge of the market and applying insights to strategic documents and marketing campaigns/programs;
- Working in collaboration with senior team members and departments to identify research gaps, plan market research and interpret advisor information and trends; and
- Contributing innovative marketing ideas and solutions that support long-term growth.

Relationship Management, Collaboration and Coordination with Internal Clients, Executives and External Vendors:

- Collaborating with the team to facilitate appropriate design and ensure quality and consistency within brand standards;
- Coordinating and executing marketing plans and strategies to support the business partners;
- Working with the team to create new projects or complete projects already in the pipeline; and
- Managing production workflow with external vendors to support marketing content and collateral creation.

Project Management and Execution:

- Developing and producing marketing collateral and driving content to promote and facilitate the growth and sales efforts;

- Collaborating with other business areas (such as Communications, Operations, Compliance and Advisor Relations) and overseeing all marketing related activities to support Worldsource, including, but not limited to, website, collateral, campaigns and corporate events;
- Delivering on stated objectives: take corrective actions to achieve targets, analyze past results, find solutions and recommendations to maximize ROI. Evaluate effectiveness of campaigns and effectively communicating the results; and
- Translating content into an impactful narrative through strong storytelling and creative skills, including, but not limited to, PowerPoint, whitepapers, handbills and brochures.

QUALIFICATIONS:

- Post-secondary education
- 5-7 years of marketing and product experience, with working knowledge of marketing and brand strategies and a demonstrated ability to apply them
- Strong ability to story tell, with practical experience developing executive level reports and utilization of data to present insights and share knowledge to influence audiences
- Experience should include some digital marketing with an understanding of the advisor experience and how to apply new capabilities, data and insights to improve the partnership
- 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 initiatives
- Excellent communication skills combined with effective relationship-building abilities
- Strong creative skills and experience with design programs (InDesign, Photoshop) 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 hr@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.