



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

JOB STATEMENT:

The Marketing Communications team is responsible for marketing related activities such as corporate branding and communications for Guardian Capital and its subsidiaries and affiliates. The team offers marketing solutions that assist in branding, positioning, communication and promotion of the company. Reporting to the Senior Director, Marketing Communications, the Marketing Manager will assist in the development and execution of marketing initiatives to primarily support Worldsource Wealth Management Inc. (“WWM”) and its affiliates. The successful candidate will lead marketing efforts to support the advisory distribution channel, maximizing awareness and enhancing the company’s overall reputation in the marketplace. They will provide support and leadership to help execute the division’s strategy, achieving goals that align with the business strategy to grow revenue and advisor satisfaction.

ESSENTIAL FUNCTIONS:

- Taking accountability and responsibility for the delivery and development of marketing related activities for WWM and its affiliates (may also be involved with initiatives to support other Guardian companies);
- Coordinating, partnering and executing marketing plans and strategies to support the business;
- Understanding market and growth drivers, providing insight to segment and channel potential, developing value propositions and proof points that drives competitive advantage and translates business strategies into marketing plans;
- Taking responsibility for the development and production of marketing materials for the purpose of promoting WWM and to facilitate the dealership’s growth and marketing efforts;
- Coordinating and partnering with other business areas such as Communications, Operations, Compliance and Business Development and overseeing all marketing related activities to support WWM, including but not limited to, developing the website, collateral and campaigns;
- Leveraging knowledge of the market and applying insights to strategic documents and marketing campaigns and programs;
- Working in collaboration with senior team members and departments to identify research gaps, plan market research and interpret advisor information and trends;
- Ensuring stated objectives are delivered and, where required, take corrective actions to achieve targets;
- Analyzing past results and make recommendations to maximize the return on investment;
- Evaluating effectiveness of campaigns and effectively communicating the results;
- Collaborating with the team to facilitate appropriate design and ensure quality and consistency within brand standards; and
- Working with the team to create new projects or complete projects already in the pipeline.

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
- Working knowledge of the insurance, mutual fund and investment industry

- Strong ability to create and deliver marketing campaigns with practical experience, developing and providing 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 the ability to facilitate consensus among multiple stakeholders
- Ability to work in both the Markham and Mississauga offices
- 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.