



JOB TITLE: Marketing Coordinator
DEPARTMENT: Guardian Marketing, Guardian Capital Group Limited (“GCG”)
REPORTS TO: Marketing Associate & Team Lead and Senior Director, Marketing Communications
LOCATION: Toronto, ON

JOB STATEMENT:

The Guardian Marketing team is the centralized resource supporting the asset management and wealth management businesses of GCG. The team is responsible for translating data and information into useful content for marketing solutions that assist in branding, positioning, communication and promotion of the firm. The Marketing Coordinator will assist in the execution of product management and marketing communications initiatives to support Guardian and its subsidiaries. This role is important in creating and upholding processes that facilitate the successful delivery of marketing campaigns, information and sales and marketing initiatives to our clients and prospects. The successful candidate will have a passion to work in a fast-paced workplace and possess strong organizational and multi-tasking skills in addition to an appreciation for administrative support and project-based work.

ESSENTIAL FUNCTIONS:

- Assisting in the creation and implementation of marketing related activities to support Guardian and its subsidiaries;
- Taking responsibility for the coordination and maintenance of the marketing collateral such as, but not limited to presentations, fund profile pages, product and marketing collateral;
- Supporting the Communications Specialist in updating the websites to ensure that they are current, dynamic and relevant;
- Collaborating with the team and appropriate vendors to develop and produce marketing materials and event collateral, ensuring quality and consistency within brand standards;
- Maintaining a directory and inventory of support materials, ensuring all resources are current and accurate and coordinating the creation of new materials as needed;
- Researching, coordinating and facilitating promotional materials and gifts for all lines of business;
- Maintaining a corporate perspective while executing and supporting for all lines of business;
- Managing multiple projects on time and on budget to support the business units;
- Collaborating with lines of business across Guardian and external suppliers (agencies and vendors) in support of various initiatives;
- Administering the budget including tracking, report and invoicing;
- Providing administrative support to the Guardian Marketing team as needed;
- Coordinating and preparing required reports on all key performance indicators; and
- Assisting and tracking requests from internal partners, clients and consultants and collaboratively preparing responses as needed.

QUALIFICATIONS:

- Post-secondary degree in marketing
- 3+ years of experience in the marketing, preferably in the financial industry
- Ability to manage, prioritize and deliver/execute multiple tasks, projects and assignments effectively
- Strong organizational skills with the ability to prioritize, balance conflicting tasks and manage stakeholders
- Flexibility is essential including the willingness and ability to work within a team or autonomously

- Ability to learn and participate in new marketing related projects and tasks that may stretch beyond the regular function
- Accountability and willingness to work on repetitive tasks
- Some travel may be required to our offices and events
- Working outside of regular office hours may be required from time to time
- Proficient in use of MS Office products
- Strong creative skills and experience with design programs 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.