



## **Matco Financial Inc. – Marketing Manager**

Matco Financial Inc. is an established investment management firm focused on growth and culture while delivering best in class investment management services for our clients. We are an employee owned firm located in Calgary, Alberta that offers its employees opportunity to grow within and alongside the company.

We are seeking a motivated Marketing Manager with experience and capabilities in both marketing and publication. This is a hands-on role that will provide the successful candidate with a high level of responsibility and greater opportunity to add value within the firm. This individual will focus on developing and executing a multi-faceted product marketing plan across multiple client types (Financial Advisor, Institutional, Investor) including: materials, presentations, email campaigns, web content, events, social media content and idea leadership. Success in the role will come from true collaboration with various partners.

### **Responsibilities of the Marketing Manager:**

#### **Development of strategic marketing plan with Management;**

- Work closely with marketing, sales leaders and management to define key priorities and metrics
- Develop a fully integrated marketing plan to drive success for the product line-up; including materials, web, advertising, events and communications.
- Present the annual plan to senior management for approval and communicate the plan to all stakeholders so they understand and can execute
- Develop key success metrics for the marketing plan that support the overall sales goals and put in place a dashboard for tracking and reporting on the results.
- Provide analysis on competition and success of previous initiatives to help justify the plan

#### **Execution of Marketing Plan:**

- Maintain and develop a suite of communication materials that support the needs of the product at each stage of the buying and servicing process including: brochures, fact sheets, snapshots, product profiles and presentations
- Maintain & develop the web presence for the product suite - campaign landing pages, fund pages, commentary and idea leadership
- Brand Management
- Track & monitor web analytics
- Provide updates to the sales team for any revisions or changes to material
- Track key success metrics for the product initiatives as a guide for success and necessary adjustments to the plan
- Complete regular updates to materials as needed (monthly, quarterly, annually) including required compliance reviews
- Liaison with the Investment team for data and commentary
- Partner with management and portfolio managers to develop compelling product stories
- Proofing and finalizing marketing material
- Conduct and monitor competitive research and communicate findings and impacts to other stakeholders i.e. sales and management.



### **Sales & Promotion:**

- Coordinate with internal groups such as sales to facilitate promotion of our product line-up as needed
- Manage content and organization for road shows, presentations, events sponsorships and/or conferences
- Work with sales to develop email strategies, campaigns and messaging for product and sales management to drive engagement and generate leads. Closely monitor results to make recommendations for material enhancements and campaigns.
- Generate on-line leads through the website and track sales team follow-up within sales cycle

### Skill-set that will compliment the execution of the role

- Strong attention to detail
- Organized, with the ability to manage timelines and a demanding schedule
- High standard for quality content
- Ability to collaborate well with other groups in a team environment
- Entrepreneurial mind-set, eager to work within a growing company
- Ability to coordinate multiple stakeholders and competing deadlines
- Experience in all steps of the marketing process from idea generation, writing, distribution and tracking
- Ability to write for different audiences and mediums to ensure consistent messaging and branding
- Strong understanding of the regulatory environment in Canada and ability to work closely with compliance
- Effective interpersonal skills, proficiency at prioritization, the ability to simultaneously manage multiple tasks, and the ability to operate under tight deadlines

### Prerequisites

- Undergraduate degree in Business/Finance/Marketing
- Minimum 5+ years of experience in a marketing role
- 5+ years of experience in financial services marketing
- Experience working with cross-functional and multi-channel teams
- Working with industry marketing software for design & publication: Adobe InDesign & Illustrator & Photoshop, Microsoft Office, Prezi and Wordpress

This is an excellent opportunity for a marketing professional seeking a strong internal culture focused on team-based execution. Please apply by emailing a CV and cover letter to: [resume@matcofinancial.ca](mailto:resume@matcofinancial.ca)