



## **Position: Marketing Communications Associate**

**Supervisor: Executive Vice President, Head of Marketing**

**Location: Toronto**

Evolve is one of Canada's fastest growing ETF providers since launching its first suite of Exchange Traded Funds (ETFs) in September 2017. Evolve is a leader in thematic ETFs and specializes in bringing innovative ETFs to Canadian investors. Our suite of ETFs provide investors with access to: (i) long term investment themes; (ii) index-based income strategies; and (iii) some of the world's leading investment managers. Established by a team of industry veterans with a proven track record of success, we create investment products that make a difference.

### **POSITION SUMMARY**

Under the supervision of the Executive Vice President, Head of Marketing, you will be designing marketing assets and developing content for materials that are essential components to the overall sales & marketing communications strategy. This opportunity is ideal for a detail oriented, enthusiastic professional who can thrive in an entrepreneurial environment.

### **KEY RESPONSIBILITIES**

As part of your duties, you will be assigned the following responsibilities:

- Participate in the development and execution of marketing campaigns/digital strategies for our innovative product lineup
- Design marketing assets (eg. website, factsheets, presentations, whitepapers, and advertising components)
- Create and update marketing collaterals, podcasts, webinars, blogs, email disseminations and associated web properties
- Develop SEO strategies and take ownership of social media communications for the firm
- Assist in coordinating events, branch meetings and conference calls with financial advisors

### **EDUCATION/ACCREDITATION**

- Bachelor's degree in Business Administration or related field;
- Completion of, or enrolment in, a financial services industry program (e.g. CSC, IFIC) would be an asset

### **EXPERIENCE AND SPECIFIC SKILLS**

- 2-3 years graphic design and/or marketing-related experience (financial services would be an asset)
- Proficient with the following:
  - Adobe Creative Suite: Photoshop, Illustrator, InDesign;
  - Wordpress (HTML, CSS, Javascript would be an asset);
  - Salesforce (Pardot would be an asset)
- Social media channel experience with LinkedIn, Twitter, Facebook, and Instagram
- Knowledge of SEO strategies and best practices
- Strong technical skills in MS Office (Excel, Word, PowerPoint, Outlook)
- Ability to work autonomously within tight deadlines
- Exceptional organizational, time management skills and attention to detail
- Team oriented with excellent interpersonal skills and a positive attitude

**This position offers a competitive remuneration package.**

**All people interested in this position may send their resume to: [info@evolveetfs.com](mailto:info@evolveetfs.com)**

Please note that only successful applicants will be contacted.