EVOLVE ETFs

Position: Digital Marketing Specialist
Term: Permanent, Full-Time in Toronto
Supervisor: Executive Vice President, Head of Marketing

About Evolve ETFs

With over $6.3 billion in assets under management, Evolve is one of Canada's fastest growing ETF providers since launching its first suite of ETFs via the Toronto Stock Exchange in September 2017. Evolve is a leader in thematic investing and specializes in bringing disruptive innovation ETFs to Canadian investors. Evolve's 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, Evolve creates investment products that make a difference. For more information, please visit www.evolveetfs.com Join us on social media: Twitter | LinkedIn | Facebook | YouTube

POSITION SUMMARY

Under the supervision of the Executive Vice President, Head of Marketing, your responsibilities will include, growing the digital marketing footprint of the firm, maintaing advertising spend, overseeing social media accounts to build brand awareness, developing blog posts to maintain an audience, and creating content for marketing campaigns that are essential components to the overall marketing communications strategy. The Digital Marketing Specialist's role is to advocate, evangelize, and build digital content. This opportunity is ideal for a detail oriented, enthusiastic professional who can thrive working in a collaborative and entrepreneurial environment.

KEY RESPONSIBILITIES

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

- Prepare content for various marketing collaterals and web properties
- Assist in writing content for marketing assets (eg. one-pagers, presentations, brochures, whitepapers, and advertising components)
- Participate in the development of marketing campaigns and digital strategies to optimize campaign performance/traffic
- Increase product and brand visibility through social media platforms, marketing plans and strategic tactical initiatives
- Write and disseminate social media, email, blogs; create content calendars, publish posts/articles and manage community engagement across all social channels
- Assist in external communications with media and public relations
- Develop, disseminate and coordinate with salesteam on virtual events, conference calls and sales/marketing strategies

EDUCATION/ACCREDITATION
- Bachelor's degree in Communications and Media Studies, Business Administration or related field;
- Completion of, or enrollment in, a financial services industry program (e.g. CSC, IFIC) would be an asset

EXPERIENCE AND SPECIFIC SKILLS
- 2+ years of marketing and communications in tech/business or financial services industry (ETFs would be an asset)
- Basic knowledge of Adobe Creative Suite: Photoshop, Illustrator, InDesign or other photo editing tools
- Familiarity with marketing automation software (Salesforce/Pardot would be an asset)
- Knowledge of SEO/SEM strategies, Google Analytics, Google Adwords
- Experience with social media management: LinkedIn, Facebook, Twitter, Instagram and YouTube
- Understanding of financial services industry, trends and terminology
- Strong MS Office skills (Excel, Word, PowerPoint, Outlook)
- Experience with Wordpress, Salesforce and sales/marketing automation tools would be an asset (ie.Pardot)
- Strong organizational, time management skills and exceptional attention to detail
- Ability to work autonomously within tight deadlines
- Team oriented with excellent interpersonal skills and a positive attitude
- Bilingual in English and French is an asset

This position offers a competitive remuneration package.
If interested in this position please send your resume to: info@evolveetfs.com with Subject Line: Digital Marketing Specialist.

Evolve ETFs is an equal opportunity employer that is committed to diversity and inclusion in the workplace. Please note that only successful applicants will be contacted.