

Credential[®]

Credential Financial Inc. (**Credential**) is a national wealth management firm providing MFDA and IIROC dealer services, online brokerage, and insurance solutions to over 225 organizations and more than 1,300 advisors. Our mission is to empower positive growth through wealth management leadership, valued advice, and outstanding service—for our partners, for their people, and for ours.

The Marketing and Communications team at Credential is searching for a **Marketing Coordinator** for a 15 month maternity leave contract.

Reporting to the Manager, Marketing, you will support the Marketing & Communications team by providing production and administrative support on a variety of departmental initiatives and will take a lead role in the delivery of small and medium projects and events.

Expected Contributions:

- Assist with the development and implementation of marketing projects and campaigns across a variety of different mediums, focusing primarily on digital initiatives
- Lead and manage smaller projects, deliver expected outcomes on-time and within scope
- Write, edit, and optimize marketing content for landing pages, news articles, emails, and social media, across multiple business lines and different target markets
- Assist with monitoring and maintaining the Credential Direct public website and the corporate extranet. Perform quarterly content audit to ensure relevancy of content
- Contribute to Credential Directs social media initiatives and online presence
- Carry out market research by looking at industry trends and competitor activities, analyze data, and prepare reports to help provide insight and key decisions about marketing tactics, latest trends, and best practices
- Collect, analyze, interpret, and report on data for marketing KPIs using tools like Google Analytics and Email on Acid
- Monitor the Marketing inbox, respond to or redirect requests in a timely manner
- Maintain marketing systems, processes, and procedures, such as marketing automation systems, style guidelines, role manuals, and content delivery plans

Experience and Skills Required:

- Minimum of 3 years office experience, preferably in a marketing and communications department
- Post-secondary education in business, marketing or communications preferred
- High level of proficiency in MS Office applications, particularly formatting and PowerPoint, is required
- Previous design and/or in HTML experience is required
- Proficiency in Photoshop and basic video skills
- Highly self-motivated individual who is resourceful and driven
- Technically savvy with the ability to quickly learn new software applications
- Excellent verbal and written communication skills
- Extremely well organized and detail oriented
- Ability to work in a fast paced environment
- Strong time management skills and multitasking abilities

A career with Credential means being part of an organization dedicated to your success. It means belonging to a group of talented individuals who live our values—partnership, innovation and community—every day. Our amazing people and dynamic culture and an exceptional rewards and benefits package are the essence of what sets Credential apart. Visit our website at credential.com to learn more.