



JOB OPPORTUNITY
Marketing Coordinator



A career you can believe in

What makes us different is the difference we're making together.

FaithLife Financial is a financial services organization that is worth getting to know. Our roots go back nearly a century – helping people achieve their financial goals and give back along the way. Great insurance and investment products, competitive rates, solid results AND we are a grow-to-give company. By helping people plan, protect and invest wisely, we can all live more generously. Reinvesting a portion of our corporate earnings for member benefits and the causes members care about is how we pay it forward. Action is the key. What we do is who we are.

What makes us different is the difference we are making together.

If you're intrigued by our mission and the possibility of becoming part of it, we are currently recruiting for an outstanding individual to join our team.

EMPLOYMENT OPPORTUNITY FOR MARKETING COORDINATOR

GENERAL ACCOUNTABILITY

The Marketing Coordinator is responsible for administering the development of marketing communications programs for the FaithLife Financial Representatives and assists the Manager, Marketing Communications and the Marketing Communications team in evolving marketing programs. As a member of the Marketing Communications team, this role is active in assisting with the conception, planning, and production of various marketing projects that contribute to the attainment of FaithLife Financials strategic and brand directions.

SPECIFIC ACCOUNTABILITIES

- Coordinates the marketing administration and communication's system. (i.e. following departmental filing system, the creation of spreadsheets, e-communications, press releases, social media, and PPT presentations).
- Website maintenance with direction from Marketing/Communications Manager to include updating, improving content, format and interactive capabilities for faithlifefinancial.ca and any related microsites using various software tools and platforms.

  faithlifefinancial.com



Helping you be wise with money and live generously.

- Report and analysis of web analytic tools (Google analytics, SEO).
- Co-ordinates production of e-newsletters and other e communications.
- As part of the marketing team consult and assist with the development and implementation of sundry communication programs, i.e. brochures, letters, promotional flyers, sales campaign materials, and displays as required and working with outside suppliers as necessary.
- Coordinate media advertising with external advertising publications.
- As part of the marketing team assist in the execution of flawless communication, including the design, development, preparation and distribution of all presentation and marketing material.
- Prepare monthly marketing activity reports.
- Assists with research and writing for website, e-newsletters, blogs, and distribution support collateral material as needed.
- Additional duties as assigned.

REQUIREMENTS FOR THE ROLE:

- Ability to maintain positive relationships with Financial Representatives and supporting departments, including managing expectations from competing priorities.
- Excellent communication, organizational and interpersonal skills within a corporate business environment working under pressured timelines.
- Demonstrated ability to assist in writing and editing material on a variety of topics for different audience groups.
- Ability to manage multiple projects and competing timelines while maintaining on-going responsiveness to client needs.
- Excellent interpersonal and communication skills; proven ability to work independently, thinking 'quick on your feet' and asking appropriate questions.
- Ability to manage relationships with internal stakeholders and external vendors including editors, graphic designers and printers.
- Effective communication skills both verbal and written in order to engage with all levels of the organization.
- Advanced computer skills; including but not limited to Microsoft Applications, Adobe Creative Suite an asset.

EXPERIENCE AND PROFESSIONAL QUALIFICATIONS:

- Degree(s) and/or designation(s) in communications, journalism, marketing or related area an asset.
- Minimum three (3) years recent marketing and/or project management related experience; web-based marketing experience an asset.
- Experience in the insurance/financial industry is an asset.

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WHY WORK AT FAITHLIFE FINANCIAL?

- Work as a team for the purpose of giving back in our community
- We offer a defined contribution pension plan with a company matching program
- Receive a comprehensive group benefit plan for you and your family
- We offer a competitive total compensation program
- We are an organization with a vested interest in growing your career

Please apply to careers@faithlifefinancial.ca by **Tuesday, February 26, 2019.**

Persons with disabilities who need accommodation in the application process, or those needing job postings in an alternative format, may e-mail a request to careers@faithlifefinancial.ca

We thank all applicants for showing an interest in this position. Only those selected for an interview will be contacted.

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