

## Marketing Manager

Contract, Remote / Hybrid Opportunity

### The Opportunity

The Edge Benefits Inc. is looking for an experienced Marketing Manager to join our Marketing Department on a 2-year contract basis. Our head office is located in Newmarket, Ontario; however, this is a remote opportunity with occasional travel to Head Office for employees located within a reasonable driving distance. Reporting to the AVP – Marketing, the Marketing Manager oversees and contributes to all unit activities, timelines, and deliverables, including liaising with other departments and managing and mentoring the marketing administrative team.

### Specific Duties

- Manage a team of marketing specialists and administrative personnel; maintain a positive environment, set performance objectives, mentor/coach staff, conduct performance reviews and oversee all department administration
- Provide team leadership and advanced understanding of marketing strategy, branding, product positioning, and the Canadian insurance landscape
- Become a subject expert in the Life, Accident and Sickness insurance industry, EDGE's products, and regulatory requirements
- Interface with internal and external stakeholders as needed to define project requirements, identify required resources and timelines, and outline strategies for achieving business objectives
- Develop/suggest new strategies and enhancements to marketing materials, custom web systems, and business processes
- Manage the department's day-to-day activities and priorities; assign ad hoc requests to appropriate marketing personnel and re-balance priorities as needed to accommodate time-sensitive requirements
- Provide copywriting and creative direction for all marketing collateral
- Contribute to the development and implementation of website and social media content, presentation materials, product literature, digital and print materials, advisor and client communications, and all other materials
- Review all advisor & client communications, website & social media content, presentations, marketing collateral and policy materials for accuracy, brand adherence, and appropriate tone, positioning, and grammar
- Develop and conduct training to internal and external stakeholders for the organization's custom web applications
- Coordinate the collection, analysis, and reporting on company, market and competitive data
- Analyze and report on campaign and website performance
- Oversee vendor relationships, budget adherence and on-time invoice reconciliation

### Your Qualifications

- 5+ years of marketing experience; previous team leadership experience preferred
- Bachelor's degree in related field or equivalent work experience
- Thorough knowledge of digital and traditional marketing mediums, design principles, best practices, and reporting standards
- Highly motivated, organized, and accountable individual with the ability to prioritize multiple projects and deadlines

- Ability to work independently but also communicate regularly and effectively, and adhere to approval processes
- Outstanding project / time management and communication skills are a must
- High attention to detail with a focus on quality and accuracy
- Strong relationship building, negotiation and presentation skills; high level of business acumen and professionalism
- Excellent verbal and written communication skills with strong copywriting and editing capabilities
- Effective problem solving and decision-making skills
- Ability to analyse and interpret data
- Familiarity with Google Analytics, SEO, PPC and social media best practices
- Working knowledge of CASL and all Canadian privacy laws
- Knowledge of the Canadian insurance landscape preferred
- Proficient in MS Office suite – special emphasis on Excel, PowerPoint, and Word
- Tech savvy with an eagerness to learn
- Understanding of HTML and programming standards for developing and deploying emails and generating content for the website and custom web applications
- Must be fluent in English with proven competencies in verbal and written communication; French is not required for this position

*NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as assigned to meet the ongoing needs of the organization.*

### **About The Edge Benefits**

The Edge Benefits is Canada's Lifestyle Protection Company, and a proud member of The Co-operators Group of Companies. We lead the market in developing, distributing, and administering a full suite of simplified living benefit products. We have over 100 employees, 60,000+ policyholders, and operate in every province in Canada. We distribute our products through a network of over 13,000 advisors across Canada, offering a simplified approach for living benefit solutions which has been revolutionary in the insurance industry. We provide the self-employed and small business owners with insurance solutions specifically designed to meet their needs. To learn more about The Edge Benefits, please visit [www.edgebenefits.com](http://www.edgebenefits.com).

### **Our Inclusive Culture**

The Edge Benefits is committed to providing a work environment that is inclusive and free of employment barriers and discrimination. Accommodations will be made for qualified applicants with a disability throughout the recruitment process. If you receive a request for an interview and you have a disability which will require an accommodation to support your participation, please consult with the hiring manager as soon as practical so that suitable accommodations can be arranged.

If you are interested in a career with The Edge Benefits, please send your cover letter and resume to [humanresources@edgebenefits.com](mailto:humanresources@edgebenefits.com) by October 20, 2023.