



FP Canada™

*Advancing Professional
Financial Planning*

POSITION TITLE: Marketing Communications Specialist - Digital

REPORTS TO: Director, Marketing & Communications

DATE: May 2018

CURRENT INCUMBENT: Vacant

DIRECT REPORTS: N/A

1. POSITION OVERVIEW

The Marketing & Communications Digital Specialist is responsible for achieving FP Canada™ business objectives through designing, building and executing a range of marketing and communications strategies and tactics. They will be responsible for providing primary digital support to FP CANADA's integrated campaigns to proactively ensure our marketing is impactful, current and on brand. The Specialist will utilize strong creative and analytical ability to evaluate and optimize end-to-end user experience across multiple channels and touch points, continually improving performance and ROI. This position works collaboratively with a variety of internal and external stakeholders to promote the value of financial planning.

2. KEY RESPONSIBILITIES

2.1. Digital properties management (50%)

- Drive increased traffic and user satisfaction by contributing to and implementing FP CANADA's web site strategy, including supporting brand awareness, creating plans to drive traffic, improve usability, design and content, based on research as well as user behaviour website analytics. Implement improvements as identified.
- Review and maintain all FP CANADA's bilingual websites to ensure effective, accurate and timely information is continually presented. Manage the update/refresh schedules, including managing the internal content generation process.
- Maintain, communicate and enforce online standards, policies and protocols.
- Provide technical expertise for web management.
- Monitor and provide reports on web analytics, in conjunction with Corporate Data Analyst.

2.2. Digital Strategy Management (10%)

- Develop objectives and strategy for digital marketing based on audience needs and analytics. Support execution.
- Develop approach and guidelines for email marketing, social media, online advertising and search in support of brand awareness and campaigns. Support execution as needed.

2.3. Integrated Campaign Management (15%)

- Contribute to the execution of plans for direct marketing and advertising campaigns to drive achievement of KPIs, based on research as well as analytics collected about user behaviour, ensuring that all placements are memorable, effective and brand consistent.
- Execute on promotional campaigns, projects and initiatives (such as product/service launches).
- Monitor and provide reports on effectiveness of campaigns, in conjunction with Corporate Data Analyst.

2.4. Event Marketing (15%)

- Provide support to major events like Financial Planning week as needed.

2.5. Desktop Publishing & Presentations (5%)

- Assist in executing on content development strategy by designing and editing materials as required, with a focus on making qualitative improvements that will result in more effective communication of our message and brand.
- Provide technical expertise for design and layout of publications, presentations, and forms.

2.6. Cross-Functional Team Support (5%)

- Ensure brand consistency and proper trademark usage in all communications. Adhere to CFP® certification trademark guidelines and FP CANADA's internal style guide. Act as in-house trademark specialist for all types of communications.

- Contribute to overall team/department efficiency and effective creative output, deploying an action-orientation and continuous improvement focus.
- Work with the Project Management Office to ensure timely delivery on all responsibilities identified within the various project plans.
- Act as backup for Marketing Coordinator as required.
- Other duties as assigned from time to time

3. REQUIRED QUALIFICATIONS

- University degree in Marketing, Communications, or similar.
- 5 years' experience in marketing, including planning and execution of integrated marketing programs (with focus on digital demand generation, digital media and web design).
- Strong creative design skills, including understanding of website design concepts and technologies, and knowledge of user interface and user experience design.
- Thorough experience with online advertising, re-targeting, SEM, SEO and associated tools.
- Demonstrated experience managing content for websites using website content management systems (CMS), and HTML.
- Comfortable with direct marketing fundamentals, web analytics, marketing metrics, and multivariate testing.
- Proficient in MS Office and Adobe Creative Suite (InDesign).
- Experience with MailChimp or other HTML-based mass emailing software.

4. COMPETENCIES AND ATTRIBUTES

- Ability to rapidly learn, internalize and leverage product/market/campaign information.
- Ability to think creatively and strategically.
- Excellent communication skills, including creative design aptitude and strong writing skills.
- Ability to motivate and persuade others through marketing channels.
- Strong research skills and demonstrated resourcefulness.

- Strong project management skills: ability to manage multiple projects, prioritize and manage expectations.
- Proactive approach - ability to identify areas for improvement and make sound recommendations therein.
- Ability to work collaboratively across all areas within the organization and externally.
- Team player with a professional demeanor and positive supportive nature.
- Ability to solve problems and address abstract needs with implementable solutions.
- Ability to analyze and process statistical data.
- Ability to produce under pressure and in tight timeframes.
- Strong attention to detail and organization skills.