



PRODUCT MARKETING MANAGER (CONTRACT)

At a time when society is facing unprecedented technological disruption in all walks of life, Canadians have a greater need than ever for personal financial planning advice with a human touch. That's where we come in.

We're [FP Canada](#). We are a team of passionate and progressive professionals, dedicated to championing financial wellness for all Canadians by certifying financial planners and leading the advancement of professional financial planning in Canada.

We are pioneers and leaders in our space, driven by a shared purpose to make a positive societal impact. By providing the financial planning profession with the leadership it needs, we strive to help financial planners ensure their clients achieve financial well-being in the digital era.

If you're looking for a varied role, in which you can leverage your years of product marketing experience, and work towards a common good with a team who share your values, then this may be the perfect role for you.

Product Marketing Manager

In this senior position, you'll develop and execute integrated marketing strategies that drive demand for our new education programs. You'll work with our academic partners to promote our certifications and the FP Canada Research Foundation team to secure donations and release and increase usage of sponsored research. You'll also drive increased traffic and user satisfaction by overseeing our web strategy, be a primary writer for website content ([fpcanada.ca](#)), and work with internal partners to optimize the online user experience. You'll do far more than create content and manage the web strategy, you'll also produce and deliver the campaign end-to-end for effective product marketing to drive revenue.

Practically speaking, you'll be responsible for the following areas and duties:

- **Product Marketing** – create and execute marketing strategies that drive demand for and promote our products and services including certifications and FP Canada Institute's education offerings, create compelling messaging, write engaging content for a variety of marketing channels (e.g., campaign copy, videos, whitepapers, social media, brochures, etc.), research strategies and market insight, monitor and adjust campaigns to ensure KPIs are met, and position our various product offerings appropriately
- **Digital Marketing/Website Oversight** – enhance usability, design, and content through SEM and SEO, manage and improve the website content, prioritize requests from stakeholders, write, edit, and review content ensuring it aligns with our brand, and assist with content publishing

- **Cross-Functional Team Support** – contribute to the development of major event marketing plans (our Financial Planning Week), participate in Staff Advisory Committees, work with Project Management Office to meet deadlines, and work with internal teams effectively

Since you'll be involved in all new product launches, you'll need strong project management skills, resourcefulness, and the ability to think creatively, analytically and strategically.

You'll also need excellent verbal and written communication and organizational skills, a continuous improvement mindset, and an ability to learn and adapt. Because you'll play a pivotal role in building a formalized product launch approach, you'll need to be comfortable with ambiguity and adaptable enough to make changes as needed.

Your work will require participation from other departments, so you'll also need to be an effective collaborator who can build relationships with others easily. We're a small organization with an all hands-on-deck mentality and are looking for a team player who is willing to jump in to support as needed.

If the opportunity to work in an organization dedicated to championing better financial wellness for all Canadians excites you, then we want to meet you.

Working with FP Canada

This is a full-time, one-year contract, with potential for extension or permanence, working Monday to Friday with flexible core hours and ability to participate in our summer Friday's program. You'll earn a competitive annual salary and will accrue personal and vacation time. Our office is in downtown Toronto, but due to COVID-19 you'll work from home to start.

Our team is service-oriented, passionate, and driven to make a societal impact. We are a team of trustworthy, progressive, and principled professionals, who strive for and demand excellence, integrity, and respect from each other as well as our external stakeholders. We value collaboration and flexibility, and together have created a collegial and positive work environment. You'll join us at an exciting time in our growth as we prepare to launch a number of innovative programs and services and will play a key role in this.

Qualifications

- 7+ years of experience working in product marketing
- Experience working in the financial industry, or for a financial certification body, financial services provider, or financial-based member association
- Proven experience with the full marketing mix/marketing mediums (digital, social, video, and print) and online advertising, SEM and SEO

- Experience creating and executing end-to-end integrated marketing programs
- Strong understanding of AODA general guidelines as it pertains to website content
- Experience partnering with external providers as well as Product, IT, Operations, and other similar internal teams to deliver on successful initiatives
- Post-secondary degree or diploma in marketing, business, or similar
- Knowledge of buyer motivations (an asset)

How to Apply

Please note that due to the current circumstances with COVID-19, you'll need to be comfortable with a virtual interviewing and onboarding process. You'll be provided with training and the technical equipment, but for physical distancing purposes you'll begin training and working remotely.

[Apply online here](#)

Our online application will give you the option to apply to this role as a complete person – not just a resume. The application will assess your qualifications, personality traits and workplace preferences, and should take 10 to 15 minutes to complete. After submitting, you'll receive an email inviting you to log in and view your assessment results.

We strive to build a team that reflects the diversity of the community we work in and encourage applications from traditionally underrepresented groups such as women, visible minorities, Indigenous peoples, people identifying as LGBTQ2SI, veterans, and people with disabilities.

We will review applications, **with priority given to those who have completed the assessment** and look forward to hearing from you.