

Position: Marketing Coordinator

The core purpose of this role is to assist and execute on multiple marketing initiatives. You will be an integral part of our marketing team and bring many marketing projects to life.

What you'll do:

Drive the marketing department's ideas to execution. At Planswell, we have big goals and lots of ideas. In order to reach our goals, we need to be executing flawlessly on all marketing tactics - this is where you come in. You will be meticulous with managing timelines for our blog, following up on link-building strategies, planning events, shipping marketing materials, supporting campaigns, staying on top of social media and lots more.

Write. You will be constantly writing engaging content for all of our social channels as well as corresponding with inquiries as they arise on social.

Build strong relationships with influencers. You'll be up-to-date on the latest mommy bloggers and finance influencers that Planswell should be friends with. You will assist with pitching, managing, and reporting on all influencer partnerships.

Throw awesome parties. We love events, and you do as well! You will help brainstorm out-of-the-box event ideas and be responsible for bringing them to life. Past events have included a live paint battle in our office as well as a comedy night featuring up-and-coming Toronto comedians.

Order sweet company + client swag. Our team wears Planswell shirts every day and every client gets an awesome box of Planswell swag (including our amazing t-shirts)! It's safe to say we have a lot of company pride and we love showing it off with cool, high-quality swag. You'll brainstorm and work with our designer to ensure we always have the best swag.

Who you are:

Amazing with the details: you consistently deliver error-free work on tight timelines.

A people person: you thrive on connecting with people to make sure jobs get done and you enjoy building and maintaining relationships both internally and externally.

A creative thinker: you love brainstorming and approaching problems from a different point of view.

A motivated marketing professional: you're a go-getter who is thrilled to launch a successful marketing career at a high growth startup. Financial services knowledge is a plus.

About Planswell

Basically nobody knows what to do on a monthly basis to sustain their lifestyle in the future. That's why most will experience a lifestyle decline when they put a child through school, when they retire, or because of something unexpected. Planswell was created to solve this problem. We've built over 65,000 financial plans for Canadians across the country and we can't wait to help millions more.

Why work with us?

Besides joining our energetic team at our beautiful downtown office, you'll get to launch your career alongside some pretty impressive marketing and business professionals. You'll get to work directly with our marketing leadership team and our CEO to grow Planswell into the trusted household financial services brand we are aiming to be.

From the moment you begin, you will jump headfirst into the role and be consistently learning every single day. Surrounded by successful business mentors who want to see you succeed, you will be able to grow your career alongside scaling a company that's on a mission to make the financial services industry a better place.

To Apply

Please submit your cover letter and resume to careers@planswell.com. In your application please respond to the following prompt: in 250 words or less, please tell us about the most complex event/project you've successfully coordinated.