

Position: Marketing Manager

Accelerate your experience and career at Planswell and have the opportunity to be an architect of what will become the world's most trusted financial brand. Influence millions of users and customers with powerful content and deftly-executed campaigns.

## What you'll do

**Drive digital execution.** Planswell is establishing itself with a strong online presence, ranking organically for highly competitive keywords in the financial space. Your job will be to continue and increase velocity on this upward trajectory by deploying more high-quality content and tools that are useful to our target demographic. You'll work with our in-house designer and marketing analyst to produce top-flight materials that people will love to share, and that Google will love to algorithmically serve up.

**Support out-of-home execution.** Rapid growth means rolling out new marketing channels with speed. You'll play point on ensuring that we're keeping track of timelines on the deliverables associated with advertising on radio, billboards and sponsorship opportunities.

**Educate and entice our user base through email marketing campaigns.** Tens of thousands of Canadians have become users of our platform by taking the time to build plans. Your goal will be to educate, entice and attract this base to increase usership of our platform, take action inside our product, increase receptiveness to working with our Plan Pros and take the critical steps towards implementing their recommended financial products. To do this you'll expertly manage list segmentation and build flawless automation inside our email distribution platform.

**Analyze, report and direct.** Using your iron grasp of available analytics, reporting and optimization tools, you'll run regular analyses of our KPIs, disseminate that knowledge to all relevant parts of the organization and management team and contribute to the strategic direction of the marketing team and beyond.

## Who you are

**Metrics driving.** You're not overly persuaded by anecdotes and gut-feelings, in your search for the truth nothing but valid data will do. You know how to ask the right questions, set the right parameters and know excel like the back of your hand.

**Not afraid to get your hands dirty.** As a small marketing team inside a fast-growing startup, you understand that part of the job means doing more with less. You'll lead by example, writing copy, putting together design assets, setting up events... whatever it takes to push our vision forward.

**Team player.** Whatever project you're working on, you have no problem sharing your lego blocks :) You bring energy, passion and focus to your work and inspire those around you to do the best work of their lives.

**Brand focused.** Planswell has established a unique voice and visual identity in the financial service market - it's a critical component of our competitive edge. Not only do you recognize the importance of maintaining consistency of our brand to the public and internally for our organization, you have a strong grasp of design hierarchy, typography, editorial voice and can see when something isn't quite right and needs fixing before it's deployed.

**A blend of strategic, creative and analytical.** You're a unicorn marketer, comfortable with coming up with unpredictable ways of connecting with your target market, pairing those ideas with an actionable roadmap, and sticking to it through to analysis.

## 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](mailto:careers@planswell.com). In your application please respond to the following prompt: in 250 words or less, please tell us about the most complicated, contained project you've ever completed.