

## Position: Director of Marketing

### About Planswell

Planswell uses patent-pending technology to create the most intelligent financial plans in the world, absolutely free. We enable people from all walks of life to align their investments, insurance and borrowing with their personal goals. To date, we have built over 100,000 financial plans for Canadians across the country and raised \$17.8 million in funding. Most recently, Planswell was named one of LinkedIn's Top Canadian Startups.

### We are looking for a Director of Marketing to join us on our mission!

The Director of Marketing will be a successful and versatile marketer. That means having a good grasp of marketing tech and a track record of creating quantifiable growth through different channels, like performance marketing, landing pages, email marketing and SEO/content marketing. This is an awesome opportunity to apply your skill set and build a team at a startup with a meaningful mission.

### What You'll Do

- **Develop strategy.** Work with the CEO, CMO and the marketing team to develop amazing campaigns, concepts and strategies.
- **Execute tactics.** Plan, execute and measure marketing tactics across a variety of channels including:
  - Website/landing page optimization
  - Email/SMS marketing campaigns
  - SEO/content marketing
  - Performance marketing on multiple platforms
  - Supporting events and PR
- **Lead and inspire.** You'll start small, but have the opportunity to build a team, and partner with the Chief Marketing Officer to take the department to the next level. You will build strong relationships with your reports and direct their output. You will work closely with the leadership team to review and update strategies to drive growth.

### Who You Are

- **You have a track record of success** in marketing roles with a focus on B2C products (bonus if experience is in financial services or Fintech).
- **You are an influential leader;** you are able to take raw visions of the CEO and leadership, and build them into an actionable vision. You are a people-first leader, focused on creating a team-first, growth-oriented organization.
- **You are customer-focused;** a deep passion for customer experience and improving lives is at the centre of your work.
- **You have an analytical mind;** you're data-driven with strong business judgment, you're able to pull data and analyze key insights, then convey them in an engaging way to your audience.
- **You are a person of integrity;** trust, sincerity and ethical decision-making are at the core of who we are. This is important to you and you model these values in your interactions with teammates, customers and stakeholders.



**Why Planswell?**

This is your opportunity to join an early-stage fintech startup, and work with a dedicated team of 55+ smart collaborators our beautiful office in downtown Toronto. We offer a competitive salary with stock options, access to group health and dental benefits and catered lunch twice a week. We anticipate rapid growth over the coming years, which will allow you to scale and grow with us!

To apply, please send your resumé to [careers@planswell.com](mailto:careers@planswell.com) with subject line “**Director of Marketing - {YOUR NAME}**”.