

JOB OPPORTUNITY

Position: Marketing Operations Manager
Reporting To: Managing Director, Institutional
Term: Full-Time
Location: 20 Eglinton Ave West, Toronto

Overview

We are seeking a creative, results-oriented Marketing Operations Manager to lead our marketing team while also bringing hands-on marketing experience to the role. This position is ideal for a player-coach with strong experience in financial services or investment management content creation and digital marketing. The successful candidate will oversee a team of marketing professionals that are responsible for the firm's general marketing function, and manage campaigns across multiple client channels, support lead generation efforts, and ensure brand consistency in all touchpoints. The Marketing Operations Manager will be responsible for smooth operations, efficient processes, and data-driven results.

Key Responsibilities

Management Responsibilities:

- Manage a 3-person team of marketing specialists.
- Provide guidance and ensure the team has the necessary resources and training.
- Liaise with Distribution teams to coordinate and implement firm-wide marketing initiatives.

Individual Responsibilities:

- Collaborate with internal teams (investment, compliance, business development) to create compelling content such as whitepapers, videos, webinars, and market insights.
- Develop and execute the marketing strategy aligned with business objectives.
- Manage the firm's website, including content and design updates, SEO, and analytics.
- Lead marketing campaigns.
- Analyze campaign performance and provide regular reporting with actionable insights.
- Manage existing tools and platforms and potentially implement new ones (e.g., marketing automation, CRM integrations, analytics tools).
- Manage and complete the quarterly commentary process.
- Ensure all marketing complies with industry regulations and brand standards.

- Stay current on marketing trends, tools, and best practices in asset and investment management.
- Developing and implementing strategic marketing operations plans to improve brand awareness and customer loyalty.
- Streamlining marketing processes, managing workflows, and ensuring the marketing technology is effectively utilized.
- Establishing and maintaining performance measurement frameworks to continuously optimize marketing effectiveness.

Requirements

- Experience leading a team of marketing direct reports.
- Experience in content creation, ideally within investment management, financial services, or professional services.
- Excellent project management and stakeholder communication skills.
- Strong copywriting and editing skills, with an ability to translate complex investment concepts into engaging content.
- Strong knowledge and experience using digital channels (email, social, SEO/SEM, content marketing, web analytics).
- Proficient with digital marketing tools (e.g., Google Analytics, CRM databases, CMS platforms).
- Understanding of design tools such as InDesign, Photoshop, Illustrator.
- Experience working within compliance-regulated environments.
- University degree in Marketing, Communications, Business, or a related field; CIM designation or investment industry knowledge is a strong asset.
- French language proficiency would be considered a strong asset.

This posting is for a current vacancy on our Institutional Marketing team. To apply, send your resume to **careers@beutelgoodman.com**.

If you require any accommodations during the recruitment process, please email us at **hr@beutelgoodman.com**. A member of our HR team will reach out to you.