



Position: Marketing Coordinator

Location: Oakville

Harvest ETFs is seeking a talented Marketing Coordinator to join our rapidly growing team. The responsibility of the Marketing Coordinator is to develop and implement marketing and advertising campaigns to help grow our visibility & business with financial advisors and investors. You will report to the VP of Marketing, and work in collaboration with the VP of National Sales, Marketing Manager, Creative Designer and Content Editor.

Responsibilities:

- Provide on-going support to the Marketing VP & VP National Sales
- Manage the coordination of the Business Unit's Executive team's schedules & calendars
- Assist in travel booking arrangements for the sales VP & team (Business Unit Executive Team)
- Arrange meetings and conferences, handle communication and travel arrangements, and process related functions and documentations
- Work on day-to-day marketing execution and brand building
- Perform ongoing paid keyword discovery and expansion
- Data entry / Publish website content using content management system
- Organize website content including editing and resizing of images to meet Harvest ETFs brand and digital standards
- Maintain an up-to-date library of all website assets / promotional materials inventory
- Update Monthly Marketing Booklet / Brochure / Presentation Decks, etc...
- Coordinate marketing & advertising campaigns; including timelines, asset preparation/resizing, compliance approvals, and audit trail
- Liaise & project manage work back schedules with media partners
- Support email & social marketing activities
- Coordinate the production of sales collaterals & other marketing assets
- Prepare sales PowerPoint presentations
- Prepare expense reports for Marketing & Sales teams and provide reports to Finance team
- Other assigned projects

Who we're looking for:

- Strong oral and written communication skills, including business writing skills
- Exceptional attention to detail, including strong organizational skills and the ability to prioritize/manage workload under pressure with tight deadlines
- Solid problem-solving and analytical skills
- Working knowledge of Microsoft Office Suite (Excel, PowerPoint, Outlook, Word, SharePoint)
- Experience with Salesforce, WordPress, Adobe Photoshop, Illustrator and InDesign considered an advantage
- Understanding and foundational knowledge of digital analytics (experience with Google Analytics a plus)
- Post-secondary degree in related field (i.e. Marketing/Design)
- Investment industry knowledge and experience is considered a strong asset but not required

Opportunities & Advantages:

- Fast-growing environment
- Work in collaboration with sales, investments, finance and other key departments
- Employee learning bursary
- Positive and supportive company culture

Interested applicants please forward their resume with a cover letter to resumes@harvestportfolios.com.