

PriceMetrix focuses exclusively on improving the overall business of investment firms by helping individual financial advisors to become better 'CEOs' of their business. *PriceMetrix ValueOne Program* is a patented combination of personalized intelligence reports, practice management tools, and expert services designed solely to enable advisors and managers, at all levels, to proactively identify and close client, product and pricing opportunities. PriceMetrix customers typically realize increases in assets, revenue and fee-based advisory business, as well as, improvements in household quality and pricing.

Founded in 2000, PriceMetrix has its principal place of business in Toronto, Ontario, and services a broad range of clients within Canada and the United States.

Senior Marketing Communications Specialist (Contract)

Position Profile

PriceMetrix is currently seeking a Senior Marketing Communications Specialist who can execute on our strategic direction and continue to add creativity and vitality to our marketing communications programs and initiatives. In addition to being an idea innovator, the successful incumbent will be an expert at facilitating and translating the ideas and vision of multiple stakeholders into sophisticated programs and materials.

If you are an energetic individual with a keen track record of driving strategies to tactical results and loving every minute of it, you just might be a great fit for this role.

Responsibilities

- Lead and coordinate marketing communications efforts, including branding and positioning, web site content, channel marketing, direct marketing, and corporate and product marketing collateral.
- Manage customer and internal communication strategies, associated plans, and key messaging.
- Review and analyze results of marketing initiatives and develop changes to improve effectiveness.
- Work with company executives and third-party agencies to develop PR campaigns.
- Oversee updates to Company website content to ensure messaging is consistent with corporate identity guidelines.
- Occasional travel to attend conventions, conferences, and trade shows.

Position Qualifications

The successful candidate will demonstrate the following skills:

- Proven effectiveness and leadership in developing marketing communication programs.

- Demonstrated creativity and passion for marketing communications.
- Excellent writing skills and experience developing marketing communication plans.
- Demonstrated creativity, strategic thinking and strong communication skills.
- Multi-channel marketing communications experience.
- The ability to direct and recommend cost effective and creative solutions
- Exceptional attention to detail.
- Experience in the software and/or financial services industries will be viewed favorably.
- Five plus years experience in developing and managing marketing communications programs
- Bachelor degree, MBA with a concentration in Marketing is a plus.
- High level of proficiency in Microsoft Office suite, including PowerPoint; experience with Adobe Design suite is a plus

Corporate Employee Standards

Every employee of PriceMetrix and the successful candidate are expected to:

- Approach work in a collaborative manner: offer expertise readily and assist team members in accomplishing individual and collective tasks,
- Display initiative around their training and that of others, and actively pursue professional development opportunities,
- Offer and respond to feedback in a constructive manner,
- Think critically and be open to new approaches and 'better ways' – avoid taking the path of least resistance,
- Challenge our Clients, their colleagues, and themselves in the interest of making them more successful,
- Respond to business demands with urgency, and be calm and reasoned during pressure and crises,
- Exhibit pride and ownership in the quality of our services and products,
- Have personal respect for their colleagues and professional respect for everyone's role in our success,
- Represent the firm to Clients, prospects, vendors and candidates professionally,
- Treat Client information, and information about our businesses, in confidence,
- Communicate clearly

Application Instructions

Interested candidates should submit their application to the recruiting team at recruiting@pricemetrix.com, citing the position title in the subject line.