



Manager, Digital Content Strategy Toronto, ON or Winnipeg, MB

We're Investors Group – a Canadian leader in providing personal financial planning services, and dedicated to building lasting client relationships. This is your opportunity to build a career with a leading organization where you can learn, grow and thrive both professionally and personally.

Our vision is to be the best Financial Services company serving the long term needs of individual Canadians.

At Investors Group:

- We relate to our diverse clients through **Comprehensive Planning**.
- In all of our endeavours we are **Diligent in Our Efforts**.
- We respect each other and the communities we serve by being **People Who Care**.

If you share our vision and values, we'd like to hear from you.

We are currently looking for a Manager, Digital Content Strategy to join our Winnipeg or Toronto teams to support all of the upcoming and ongoing Digital Marketing efforts at Investors Group. Do you have a natural ability to source and structure content that converts prospects and engages clients?

What motivates you?

- You believe in the mantra that content is king (and queen)
- You embrace operating within an organization that is looking to transform itself
- You look ambiguity in the eyes and pride yourself on seeing clarity
- Putting yourself in the mindset of the customer or prospect and knowing what content will drive their engagement and conversion is second nature to you

What you'll do day-to-day:

Digital Content Marketing Strategy

- Successfully plan, analyze, recommend and implement multi-channel digital content marketing strategies to meet business goals.
- Work with UX Manager to develop target state architecture for all web properties
- Establish page metadata frameworks and implement an enterprise approach to digital taxonomy and classification schemes
- Conduct digital content audits, content gap analyses, and identify opportunities for new content to be created for all digital properties
- Collaborate with cross-functional teams and external resources to develop ideas to support brand goals and client needs.
- Lead internal and external resources to ensure appropriate planning and effective program execution.
- Ensure all digital content is appropriately created and adapted for French audience.

Ongoing Content Optimization

- Implementation of digital content marketing best practices and monitoring page analytics to gain insight on content performance
- Work with partners in UX, marketing and web development to review web pages and their content to drive optimization tests to continually drive improved conversion on all web properties

- Work with UX partners to conduct usability testing and glean insights related to content
- Maximize on page content to ensure SEO rankings are optimized

Qualifications

- 8+ years of experience in a variety of roles in Digital Marketing and User Experience with a focus on content strategy
- A university degree with a focus on Marketing, communications, public relations or library studies
- Experience and comfort working in a matrixed environment
- Bilingual in English and French considered a strong asset
- Aptitude for content writing considered an asset

To apply for this position, send a cover letter and resume, indicating the position title to: **resumes@investorsgroup.com**. Deadline for this application is February 19, 2016.

We thank all applicants, however, only those under consideration will be contacted.