



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

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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.*