



About Flexiti

Flexiti has reimagined point-of-sale (POS) consumer financing to drive sales for retailers in-store and online, becoming one of Canada's leading private label credit card issuers. Through our award-winning platform, we deliver a POS financing experience across any device that is customer-centric, simple and intuitive. Without the need to integrate into existing POS systems, retail partners can easily offer the same fast and paperless financing solution across all retail locations and sales channels to increase revenue and build loyalty through repeat purchases. For more information, visit www.flexiti.com.

Marketing Manager

As the Marketing Manager, reporting to the AVP, Marketing, you will provide strategic support to the Flexiti team across the board. The ideal candidate should have 2+ years of experience in a challenging and fast-paced work environment and wants to join a team of passionate innovators, thinkers and achievers! We are looking for a marketing guru with exposure in digital and print-based marketing with excellent communication skills and proven success in marketing. You will be working under minimal supervision and will have an opportunity to learn and take on higher levels of responsibility within a fast-growing company.

Responsibilities:

- Provide strategic and tactical support on the development of marketing strategies and campaigns to raise awareness and increase overall sales
- Develop and maintain social media and web strategies for Flexiti Financial, including website design, SEO, SEM, etc.
- Organize, format, write, edit and proofread marketing deliverables
- Execute, monitor and measure key marketing tactics, including direct mail, digital marketing, email marketing, award submissions, case studies, articles, promotional collateral, and public relations
- Develop marketing calendars for the Flexiti brand and Key Accounts and execute campaigns
- Plan and manage trade shows by identifying, assembling, and coordinating requirements, establishing contacts, and coordinating advertising and sales collateral
- Provide assistance with competitor analysis, market research, sales analysis, and all other aspects related to Sales & Marketing and summarize findings
- Maintain and enhance the corporate website, including updating marketing content,
- generating new landing pages, reviewing and reporting google analytics data, and ongoing monitoring and enhancement of SEO and paid advertising
- Keep promotional materials ready by coordinating requirements with graphics outsourcing resources; inventorying stock; placing orders; verifying receipt
- Prepare PowerPoint presentation decks and other materials across various files formatted for Sales and Key Accounts

Desired Skills and Experience:

- Ability to work on multiple projects simultaneously, prioritize tasks, and employ excellent time-management skills
- Ability to work independently and collaboratively with management, including cross-functional projects
- Exceptional client management skills
- Creative problem-solving skills with a can-do attitude
- Exceptional writing skills with an ability to proof, edit, and write engaging and informative content
- Adobe suite including Photoshop and Illustrator or other web-based illustrative applications
- Familiarity with Google platforms and metrics including YouTube, Analytics, and AdWords

Qualifications:

- Post-secondary degree/diploma in marketing, communications or a related field
- Proficient in MS Office and Creative Suite applications
- Be skilled in digital marketing (analytics, SEO/PPC, social media –Twitter, YouTube, LinkedIn and email marketing platforms)
- Have superior writing and copy-editing skills
- Be detail-oriented and organized, able to manage multiple projects and communicate effectively to prioritize activities
- Self-starter and eager to learn
- Be comfortable in a fast paced, small business environment and enjoy handling last minute tasks
- Be looking to work hard, learn from collaboration with an experienced team, and have fun!

What We Offer

Below are just a few reasons why people love working here:

- An opportunity to be a part of an award winning and fast growing company
- An innovative culture that promotes autonomy and flexibility
- A dynamic team and working environment that provides ongoing support
- Competitive compensation package commensurate to experience

Flexiti embraces diversity. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. All qualified applicants will receive consideration without regard to race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, disability, age, marital status, or family status. If you require disability-related accommodation during the application or interview process, simply let us know and we'll work with you to ensure you have a positive experience.