



## About Flexiti

Flexiti is Canada's fastest-growing point-of-sale lender, offering customers 0% interest financing at retailers that sell big-ticket goods like furniture, appliances, jewellery and electronics. Through its award-winning buy now pay later platform, customers can be approved instantly to shop with their FlexitiCard, which they can use online or in-store to make multiple purchases, within their credit limit, without needing to reapply. Accepted at over 5,000 locations and ecommerce sites across Canada including The Brick, Leon's, Sleep Country, Wayfair, Birks and Peoples Jewellers, Flexiti aims to make our customers' lives more affordable and help our retail partners grow their sales by offering flexible financing options.

## Marketing Operations Manager

Reporting to the Marketing Director, the Marketing Operations Manager will provide communications and operational support to the Flexiti marketing team. The candidate should reside in Quebec and be completely bilingual. 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 an operations and process focus to support marketing processes. The successful candidate has an opportunity to learn and take on higher levels of responsibility within a fast-growing company.

## Primary 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**

- Able to interpret and analyze data and work collaboratively with operations team
- Ability to work on multiple projects simultaneously, prioritize tasks, and employ excellent time-management skills
- Ability to work independently and collaboratively with management
- 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

## **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!

## **The Perks**

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

- Great and passionate people in a very supportive environment
- 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
- Comprehensive health and dental benefits
- Competitive salary; commensurate with experience