



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.

Senior Marketing Manager – Key Account

As the Senior Marketing Manager, you will be working alongside the Marketing Director to provide strategic marketing support to a major key account. The ideal candidate should have 4+ 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.

Primary Responsibilities

- Main point of contact on the marketing team for key account
- Develop and execute strategic marketing initiatives to achieve business and account objectives
- Provide strategic and tactical support on the development of marketing strategies and campaigns to raise awareness and increase overall sales
- Organize, format, write, edit, and proofread marketing deliverables
- Support, monitor, and measure key marketing tactics, including direct mail, digital marketing, email marketing, award submissions, case studies, articles, promotional collateral, and public relations
- Provide assistance with competitor analysis, market research, sales analysis, and all other aspects related to Sales & Marketing and summarize findings
- Prepare PowerPoint presentation decks and other materials



Desired Skills and Experience

- Excellent client management skills, preferably with Agency experience
- Ability to work on multiple projects simultaneously, prioritize tasks, and employ excellent time-management skills
- Ability to work independently and collaboratively with management and cross functional teams
- Strategic thinker with strong problem-solving skills and 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

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