



Flexiti Financial

Flexiti has reimagined point-of-sale (POS) consumer financing to drive sales for retailers in-store and online, and is 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. Flexiti's joint venture with Globalive Technology demonstrates its commitment to innovation in the payments space through the development of solutions leveraging artificial intelligence and blockchain technology. With high approval rates, innovative products and services, flexible promotional offers and a partnership-first approach, Flexiti is helping people improve their lives through better financing. For more information, visit www.flexiti.com.

Senior Marketing manager

As the Senior Marketing Manager, you will be working alongside the Marketing Director to provide strategic support to the Flexiti Financial team across the board. 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.

Responsibilities

- Develop and execute strategic marketing initiatives to achieve business objectives
- Provide strategic and tactical support on the development of marketing strategies and campaigns to raise awareness and increase overall sales
- Act as a key stakeholder and marketing subject matter expert in cross-functional project teams
- 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 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 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
- Familiarity with Google platforms and metrics including Google+, 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 – Hootsuite, Twitter, YouTube, LinkedIn and email marketing platforms – Mailchimp)
- Have superior writing and copy-editing skills
- Be detail-oriented and organized, being able to manage multiple managers 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
- Frequent company wide social events and a fully stocked kitchen
- Competitive compensation package commensurate to experience