



## **Ninepoint Partners LP – Digital Marketing Specialist**

### **About Us**

As one of Canada's leading alternative investment management firms, Ninepoint Partners LP is an independent, employee-owned firm serving the investment advisor and institutional investor communities.

With over 90 employees and over \$8B in assets and institutional contracts, Ninepoint manages unique alternative investment solutions that offer investors the benefits of better diversification. We target investment strategies that are uncorrelated from traditional asset classes, such as equities and bonds, with the goal of lowering overall portfolio risk. Offices located in Toronto and Montreal.

Committed to helping investors explore innovative investment solutions that have the potential to enhance returns and manage portfolio risk, Ninepoint offers a diverse set of alternative strategies including North American Equity, Global Equity, Real Assets & Alternative Income.

As a team, we have a long track-record of managing alternative income, real asset and alternative core strategies. Innovative thinking, and our ability to apply it to real-world solutions, is what defines us.

We are among the largest independent asset management firms in Canada and is wholly owned by Ninepoint Financial Group Inc.

At Ninepoint Partners, we foster an atmosphere of empowerment, mutual respect and enjoyment. We hire talented and ambitious individuals who thrive in a growth-oriented, entrepreneurial environment.

Are you passionate about serving clients, working together and sharing our values to achieve our clients' goals? Then this might be the role for you!

## Job Overview

The **Digital Marketing Specialist** is responsible for the planning and execution of digital marketing, social media, analytics programs and the maintenance of existing digital assets.

### Responsibilities include:

- Create, update, and maintain content on corporate and campaign websites
- Manage, maintain and create fund data feeds in partnership with the web development team and external data partners
- Develop, launch, and manage paid search, social media, and display campaigns
- Test and iterate to optimize tactics, including creative, targeting, bidding, settings, A/B testing and more
- Ensure content and digital assets meet defined brand and compliance standards
- Monitor campaign performance and KPI's to ensure performance targets and ROI objectives are achieved (and exceeded)
- Provide data-driven recommendations and creative input on ways to improve campaign and marketing strategy performance from a digital perspective
- Assist in the development of advertising campaigns
- Work collaboratively with the Marketing team to develop and execute effective marketing plans
- Ensure ongoing communication with Marketing team key business partners including regular status updates
- Support team members within the Marketing department as required
- Stay abreast of new media and digital trends

### Candidate Requirements:

The successful candidate will have extensive demonstrable skills and experience including the following:

- 3-5 years in a digital marketing role, preferably in a financial services or capital markets environment
- Proven experience managing digital advertising programs, marketing automation platforms, social media campaigns and paid search
- Comprehensive knowledge of analytics and the ability to provide actionable insights
- Familiarity with mutual fund advertising and marketing rules is an asset

- Proficiency in MS Office (i.e. Outlook, Word, Excel, PowerPoint) and Adobe Acrobat Professional
- Familiarity with Marketo, Umbraco, ON24 and Salesforce is an asset
- Completion of the CSC and/or IFIC course is highly desirable
- Strong teamwork skills, positive attitude and the ability to co-operate effectively with others
- Excellent interpersonal skills, both written and verbal
- Professional and tactful
- Strong project management skills
- Ability to manage multiple tasks, deadlines and priorities in a fast-paced environment
- Self-confident and ability to influence and accomplish work through other people and departments
- Extremely strong time management skills, detail oriented, proactive, and motivated
- Creative thinker
- French is an asset

Interested candidates can submit their resume and cover letter to [careers@ninepoint.com](mailto:careers@ninepoint.com) with the role referenced in the subject line. Only those who qualify for an interview will be contacted.

### **Equity, Diversity & Inclusion**

The Company is committed to the fundamental principles of equal employment opportunity. We are committed to treating people fairly, with respect and dignity and to offer equal employment opportunities based on an individual's qualifications and performance — free from discrimination or harassment because of race, ancestry, place of origin, ethnic origin, colour, citizenship, religion, sex, sexual orientation, gender identity or gender expression, age, marital or same-sex partnership status, family status, disability and record of pardoned offences. This policy applies to all aspects of employment, including recruitment, hiring, placement, promotion, transfer, compensation, training and education.

Each employee is important and accountable for the Company's success and will be treated with respect and dignity.

### **Accessibility**

Accommodations for persons with disabilities are available upon request for job applicants taking part in all aspects of the recruitment process.