
Specialist, Marketing & communications

Jarislowky, Fraser Limited is an investment management firm with over 60 years of experience conducting fundamental research and managing assets for pension funds, foundations and endowments, corporations and individuals in Canada and internationally — representing more than CA\$41 billion in assets under management. Our history and culture are rooted in investment stewardship that is expressed through an adherence to quality investing consistent with our long-standing investment philosophy and the advancement of good governance and sustainable investing. Acting in the best interests of our clients is the cornerstone of everything we do. Headquartered in Montreal, we have offices in Toronto, Calgary, Vancouver and New York.

Location Montreal

Purpose

This role helps bring strategy and organizational priorities to life by creating and coordinating marketing and communications content for a variety of mediums to ensure the firm is well represented. The successful candidate positively contributes to the team's culture, goals and overall team effectiveness.

Key Responsibilities

- Champions a customer focused culture to deepen client relationships and leverage broader JFL relationships, systems and knowledge.

Marketing & sales support

- Responsible for creating and updating English and French marketing collateral, including copywriting and translation when required
- Responsible for timely delivery and posting of all English and French quarterly updates for client reporting, as well as marketing collateral, ensuring accuracy and consistency of information
- Develop and deliver electronic communications, including quarterly newsletters, supporting both institutional and private wealth teams
- Manage email distribution lists for client communications and marketing purposes, ensuring compliance with CASL rules
- Help execute on the marketing plan, with a focus on supporting the Institutional Management Team and growing the institutional client base
- Help manage and coordinate conferences and sponsorships, as well as custom material as needed
- Help with completing and reviewing Requests for Proposals, as needed
- Assist with tracking marketing budget

Communication & Web

- Prepare postings and updates for the website in English and French
 - Post approved updates on JFL LinkedIn page
 - Complete communications in French, including copywriting and translation
 - Help produce content for internal and external newsletters
 - Assist with compliance and client communications, including regulatory mailings and forms
 - Assist with thought leadership content and videos
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- Understand how JFL's risk appetite and risk culture should be considered in day-to-day activities and decisions.
 - Champions a high performance environment and contributes to an inclusive work environment
 - Actively pursues effective and efficient operations of his/her respective areas in accordance with JFL's Values, its Code of Conduct and the Global Sales Principles, while ensuring the adequacy, adherence to and effectiveness of day-to-day business controls to meet obligations with respect to operational, compliance, AML/ATF/sanctions and conduct risk.

Qualifications

- Experience in or knowledge of investments
- Knowledge of compliance regulations an asset
- Strong attention to detail
- Organized and autonomous in accomplishing tasks under responsibility
- Strong interpersonal skills that enable successful partnering

Reporting Relationships

Primary Manager:	<ul style="list-style-type: none">• Director, Marketing & Communication
Direct Reports:	<ul style="list-style-type: none">• Nil
Shared Reports	<ul style="list-style-type: none">• Nil

Dimensions

<ul style="list-style-type: none">• Provide support to the Director, Marketing & communication
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Education / Experience / Other Information

<ul style="list-style-type: none">· Undergraduate degree in Marketing, Communications or Journalism· Excellent writing skills, especially in French; bilingualism a strong asset· 5-7 years of experience in a marketing specialist role· Experience and proficiency with CRM and electronic communication platforms an asset· Strong knowledge of Word, Excel and PowerPoint

Working Conditions

- Work in a standard office-based environment.

We welcome all applications and wish to thank all candidates for their interest in applying for this position. However, only individuals selected for interviews will be contacted. Please send your CV and cover letter to kcarriere@jflglobal.com