



# Senior Manager - Marketing

Toronto , Ontario. Canada

## ABOUT ASCENDANTFX

AscendantFX combines tailor-made technology, dedicated customer support and seamless accounting integration to deliver international payments with speed, accuracy, at a lower cost. We partner with over 2,000 financial institutions and software providers. AscendantFX focuses on innovation and payment execution to ensure savings of both time and money for customers.

## POSITION OVERVIEW

This role is in charge of managing the marketing budget for the organization for all jurisdictions that we do business – Canada, United States and Europe. Very much a marketing generalist role, this person will be working to strategically grow top line revenue through a myriad of collaborations and tactics. This is a full time position based in our Toronto office.

## ESSENTIAL RESPONSIBILITIES

- Determine B-to-B segment marketing strategy identifying specific tactics that span digital channels - email, search, digital content, web, and social media
- Manage end-to-end execution of email, SMS and web campaigns, including working closely with cross-functional teams and creative contractors
- Author engaging content for social media channels, respond with appropriate language and manage company messaging
- Develop digital marketing program plan documents that articulate details such as objectives, target audience, key message, project plans, initiatives, program sequencing, metrics and opportunities
- Create website and transactional messaging
- Develop tradeshow and event strategy including all coordination as well as pre and post show evaluation
- Develop partnerships across the organization including compliance, treasury, sales, product management, agency partners and vendors driving strategic execution
- Manage all analytics from executed campaigns through Hubspot. Analyze data to determine campaign efficiency and effectiveness
- Maintain relationships with vendor partners to troubleshoot technical challenges with marketing automation campaigns
- Work with lead generation team to manage programs effectively
- Develop and communicate marketing plans to internal teams as well as senior management
- Develop brand guidelines and ensure that creative marketing materials undergo regular review and adhere to brand guidelines
- Work with Public Relations agency to manage press releases, byline article submissions, etc
- Proactively determine opportunities for speaking engagements, award submissions, product demonstrations and trade events
- Consistently stays relevant on the category, competitive landscape, and target audience(s) of assigned clients
- Stay current with the latest B2B marketing automation practices

## QUALIFICATIONS

- 3+ years of digital marketing experience including email, social media, customer segmentation, and promotions in a B2B environment.
- Successful track-record of developing marketing strategies, executing, measuring, and delivering on performance targets.
- Exceptional writing skills required.
- Strong understanding of current digital landscape business, customer mindset and a focus on creating exceptional customer experiences.
- Proficiency with Google Analytics and web analysis tools.
- A natural ability to collaborate well with others across the organization and thrive in a dynamic, fast-paced, startup environment.
- Strong analytical and problem-solving orientation, comfortable engaging with analytics team to drive targeting and segmentation efforts for campaigns.
- Exceptional project management, and organizational skills are a must.
- Operate independently and efficiently to manage multiple projects and deadlines simultaneously and successfully, without sacrificing attention to detail.
- Work well within cross-functional organizations and has proven experience driving end to end customer programs and working collaboratively with internal and external teams.
- Financial services experience preferred but not required.
- Strong understanding of Microsoft Office Programs.
- Strong understanding of Adobe product suite preferred but not required
- Experience with Hubspot preferred but not required
- Bachelors Degree in Marketing, Advertising or related discipline

Interested candidates are requested to submit their resumes to [careers@ascendantfx.com](mailto:careers@ascendantfx.com).