

# **Job Description - Marketing Specialist**

## **Overview**

The Marketing Specialist plays a pivotal role in shaping and executing Credit Canada's marketing initiatives.

Operating within a dynamic and entrepreneurial environment, the Marketing Specialist will own and support key marketing functions, ensuring the organization's message reaches and engages target audiences effectively.

### ***Our Vision:***

*We are Canada's leaders in credit counselling, transforming the way people use credit.*

### ***Our Mission:***

*We help people get out of debt, so they can get back into life.*

## **Who We Are**

For more than 50 years, Credit Canada has been helping Canadians lead healthier financial lives, achieve their goals, and improve their quality of life through financial education and debt resolution. As a national, non-profit organization and Canada's first and longest-standing credit counselling agency, Credit Canada has helped thousands avoid bankruptcy, become debt-free, and achieve financial wellness.

Last year, we assisted approximately 70,000 consumers through our credit counselling and educational services, which are available to all Canadians regardless of income level or employment status. Now, and into the near future, many Canadians will need credit counselling services that put their best interests first, and we're stepping up to answer the call.

Experience what it feels like to be a part of our collaborative, motivated and purpose-driven team.

## **Job Responsibilities:**

**As the Marketing Specialist, you will report to the Digital Marketing Manager.**

### **You will:**

- Ensure consistency in messaging, voice, and branding across all marketing materials.
- Work closely with internal teams and external partners to seek different points of view and ensure campaigns align with organizational goals.
- Analyze campaign performance and optimize strategies to improve engagement and conversions.
- Be accountable for the social media strategy, content calendar, and community engagement across all platforms.
- Leverage social media insights and analytics to refine content and improve audience reach.

- Experiment with new content formats, trends, and engagement tactics to grow Credit Canada's presence.
- Support the Digital Marketing Manager with SEO, SEM, email and web marketing.
- Manage media relations, including agency management, drafting press releases, pitching stories, and fostering relationships with journalists.
- Be accountable for building and maintaining influencer partnerships to enhance brand visibility and credibility.
- Collaborate with designers, writers, and videographers to create compelling marketing materials.
- Lead the production of marketing collateral, including blog videos, social media content, and email campaigns.
- Monitor and analyze marketing metrics, providing insights to guide future strategies.
- Prepare reports on campaign performance, social media engagement, and PR impact.
- Conduct competitive reviews and analysis.
- Stay current in areas of expertise, conducting research to identify new marketing opportunities and potential threats.
- Stay informed about industry trends and best practices to continuously elevate marketing efforts.
- Collaborate with cross-functional teams, including Counselling, Client Services, project leaders, and agency partners to develop integrated marketing campaigns that drive awareness, engagement, and conversions.
- Assist with internal employee communications as required.

### **Qualifications/Skills:**

#### **You are:**

- A strategic thinker who can balance creativity with data-driven decision-making.
- Highly accountable, acting with a sense of urgency and determination, always with the end result in mind.
- Someone who solves problems by using a logical reasoning process to find a solution.
- A proactive contributor who can identify marketing opportunities, bring forward ideas, and take initiative to improve outcomes and drive results.
- A strong collaborator who is able to champion ideas, influence others, and break down barriers in pursuit of shared goals.
- A clear and concise communicator who can craft compelling messages for diverse audiences and express ideas to build stakeholder commitment.
- Passionate about financial wellness and making a meaningful impact.

#### **You have:**

- Strong understanding of social media management, influencer marketing, and media relations.
- Critical thinking skills, with an ability to apply knowledge and technical mastery to meet diverse client and stakeholder needs.
- Excellent writing, editing, and communication skills.

- Ability to work independently, manage multiple projects, and meet deadlines in a fast-paced environment.
- Experience with marketing analytics, email and web development tools (e.g., Google Analytics, Meta Insights, HubSpot, SimilarWeb).
- Proficiency in creating brand content using Canva and/or Adobe Creative Suite (Photoshop, InDesign, Illustrator).
- Experience with basic video filming and editing.

**Education and Experience Requirements:**

- Bachelor's degree in Marketing, Communications, or a related field.
- 2+ years of experience in marketing, communications, or a related field
- Previous experience in non-profit or the financial industry or personal finance is highly desirable.

**Dates, Work Hours & Location:**

**Dates:** Current

**Hours:** Monday-Friday, 9am to 5 pm.; hours are flexible with the approval of your manager.

**Location:** Credit Canada is a "remote-friendly-hybrid" organization with a requirement to periodically be at the office (Yonge/Sheppard) to foster collaboration. In this role you are required to be in the office 1 day per week.

**How to Apply:**

Apply through [Redwood Employment's website](#).