



The **Marketing & Events Associate** will be responsible for planning and executing various marketing initiatives and events to help the IIAC promote its mission and purpose.

The ideal candidate will have proven experience in event planning, social media management, design work, and data analysis. This position will report to the Marketing & Communications Manager and will be responsible for supporting the day-to-day operations of the marketing department. Creativity, enthusiasm, communication, attention to detail, and professionalism at all times will be key expectations for this role.

The Marketing & Events Associate will work closely with the Marketing & Communications Manager to execute on time and on budget event delivery that receive high ratings from attendees.

Responsibilities:

- Plan, coordinate and execute digital marketing campaigns across various platforms (including but not limited to social media, email, web).
- Design and develop marketing materials using tools such as Canva, Adobe Creative Suite and Mailerlite.
- Collaborate with the marketing team to brainstorm and execute new and innovative ideas that improve brand recognition and awareness.
- Manage social media accounts, including content creation, scheduling, community engagement, and running ads.
- Analyze and prepare marketing metrics as well as generate reports. Identify media trends, news cycles, and opportunities.
- Support event planning and execution, including vendor management, digital promoting, on-site event operations and post-event budgets.
- Research information necessary for investor communications and other marketing initiatives.
- Coordinate and edit marketing materials including newsletter, releases, and fact sheets.
- Assist, research, and coordinate corporate events including venue selection, AV coordination and event material deliveries.
- Support daily administrative tasks to ensure the marketing department runs smoothly.

Qualifications

- Bachelor's degree and/or advanced diploma in Marketing, Communications, or relevant field.
- 1 - 3 year's experience as a marketing professional with experience in event planning and execution (preferably in a financial institution).

- Strong understanding and knowledge of marketing digital tools, techniques and platforms including social media platforms, email marketing (Mailerlite), survey platforms (SurveyMonkey), etc.
- Experience with graphic design and editing software such as Canva, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premier.
- Experience with data analysis and reporting, including the ability to use tools like Google Analytics, social media insights and all Microsoft Office applications.
- Excellent writing and editing skills with an ability to develop presentations.
- Familiarity with website content management systems (CMS), particularly WordPress.
- Maintain positive working relationships with others, both internally and externally.
- Creative problem-solving and composure through fast-paced and changing situations.
- Strong communication and relationship building skills. High level of professionalism.
- High degree of organization and prioritization skills along with the ability to work towards deadlines & multiple projects.
- Ability to be on location at the Toronto office, and as required with weekend and after-hour support for onsite events.

The Investment Industry Association of Canada (IIAC) is the national association representing investment firms that provide products and services to Canadian retail and institutional investors.

IIAC is an equal opportunity employer and values diversity in its workforce. IIAC encourages applications from all qualified individuals and will accommodate applicants' disability-related needs, up to the point of undue hardship, throughout all stages of the recruitment and selection process. If you require a disability-related accommodation in order to participate in the recruitment process, please contact the IIAC team by email at careers@IIAC.ca.

We thank all those who apply but only those selected for further consideration will be contacted.