

Manager, Business Development and Marketing Victoria, BC

Alitis has a strong history of success as an independent provider of managed portfolios and is fast becoming recognized in the field of alternative and private investments that include mortgages and real estate.

This position reports to the President and the Senior Vice President, Business Development.

Core functions

- Manage all business development initiatives for both the Private Client and Third-party (IIROC Adviser dealership channel) divisions of Alitis Investment Counsel
- Develop and implement high quality proactive and consistent internal and external marketing and communications initiatives and campaigns that align with Alitis' mission, goals, values, and strategic plan, in collaboration with the executive team, including:
 - a) newsletters to Private Clients, Third-party Advisers and Centers of Influence
 - b) marketing materials, presentation kits, press releases and all social media communications
 - c) updating, editing and maintaining all corporate websites
- Develop tools and methods for evaluating the success of these initiatives and programs, monitor their impact and make recommendations for changes
- Manage sales projections and track ongoing results for both our Private Client and Third-party Distribution divisions
- Plan and coordinate all marketing events including public presentations, centers of influence presentations, adviser branch presentations, conferences, trade shows, golf tournaments, and client appreciation events
- Maintain and optimize social media websites including LinkedIn, Facebook and other business development channels such as Google ads
- Edit and vet all digital and printed communications through our Compliance department prior to release

Resources

- The firm has a skilled Marketing Co-ordinator who is available to support your Marketing and Communications initiatives
- Our Business Development, Advisory and senior management team are available to provide input and support in all areas of responsibility

- With prior approval, outside resources including consultants will be made available on an as needed basis

Personal Attributes

- You are a strong, independent, self-starter that enjoys the freedom to do your work efficiently and without daily supervision or management
- You have 4+ years of experience in the financial services industry and have worked with successful business development and marketing teams in the past
- You have completed relevant post-secondary education in support of this position which would include diplomas, degrees or certificates in marketing, communications, business and financial services.
- You have strong experience in producing PowerPoint presentations, monthly newsletters, white papers, and other digital marketing materials
- You are an advanced user of the Microsoft Office Suite, Adobe Photoshop, InDesign (or similar) and Constant Contact or other email marketing programs
- You have experience with Salesforce (or a similar CRM system)
- You are a team player who is not afraid to ask for support or to provide support to other members of the team
- You understand the essential relationship between marketing, communications and business development
- You have excellent written and verbal communications skills

Chemistry Consulting has been retained by Alitis to conduct this search. Please submit a resume and cover letter outlining salary expectations to careers@chemistryconsulting.ca by **Friday, February 9, 2018**.

We thank all who apply but only those considered to be suitably qualified will be contacted for further consideration.