

Vice President, Marketing & Communications

Firm

Leith Wheeler was proudly founded in Vancouver in 1982 by Bill Wheeler and Murray Leith. Over the last thirty five years, our firm has grown considerably with offices in Vancouver, Calgary and Toronto. We are now fortunate to enjoy a reputation as one of Canada's leading independent, employee-owned investment managers.

When asked, we describe our firm as an Independent, Client Focused, Value Manager representing a national client base of Private Clients, Institutions and Investment Advisors.

Brand

We're committed to conducting ourselves with the highest level of integrity and diligence and are known for our systematic, and at times contrarian, approach to investing.

Our brand **Quiet Money**, speaks to these values in the following ways:

Quiet represents the honest, hardworking and humble approach we bring to servicing our clients.

Money positions us as trusted stewards of our clients' capital who always put their interests first.

Role

Despite our success, we recognize there's a need for us to continue to build momentum and brand awareness. To do this effectively, we are looking for a person who can lead the development and implementation of a proactive marketing and communications strategy designed to build our brand and market share.

Responsibilities

- Develop, implement and measure the firm's overall marketing and communications strategy, in conjunction with the Marketing Committee, by:
 - Creating and implementing marketing campaigns to support business development goals
 - Developing and editing internal and external communication materials
 - Sourcing and executing earned, paid and social media placements
 - Managing and growing sponsorship program and associated activations
- Monitor market trends, client behavior and competitor activity to identify opportunities and challenges relative to current brand positioning and marketing strategy.
- Act as the primary liaison between the firm's Marketing and Business Development Committees and creative partners.

Qualifications

- Experience working in a similar capacity in the Financial Services industry
- Excellent written and verbal communication skills
- Highly creative, strategic thinker with strong analytical skills
- Strong interpersonal skills and demonstrated ability to work as part of a team
- Experience developing scalable, ROI-driven marketing strategies
- Understanding of brand positioning and competitive analysis
- Budget management and campaign measurement experience

Compensation

- Initial compensation negotiable based on industry precedents and candidate experience
- Success in the role will create an opportunity to become a shareholder in our firm over time

Contact

The closing date of this posting is September 29, 2017. Those wishing to apply are invited to submit their covering letters and resumes to info@leithwheeler.com. Applicants are advised that Leith Wheeler will only respond to those selected for interviews.