

Position: Content and Communications Manager  
Reporting to: VP, Communications & Marketing  
Term: Full time  
Location: 20 Eglinton Ave West, Toronto (hybrid)

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### **Overview**

At Beutel Goodman, our success depends on our people. The **Content and Communications Manager** is an important member of our small but mighty Communications and Marketing team, and the driving force behind our content marketing strategy. The successful candidate is a strong communicator who works well with others, exhibits grace under pressure and maintains a positive, can-do attitude.

### **Key Responsibilities**

- Manage the strategic development of content on a variety of investment topics
- Write and / or edit a range of marketing and regulatory reports, including brochures, thought pieces, fund commentaries, MRFPs, presentations, and event summaries
- Drive content generation for digital initiatives, including website management and enhancement, email campaigns, and social media oversight and monitoring
- Track industry trends and competitive activity as they pertain to content marketing, and help inform on best practices
- Manage media relations outreach efforts, including
  - Building and maintenance of media contact list
  - Development and maintenance of event calendar and potential speaker opportunities
  - Crafting of appropriate messaging (inbound) and idea generation / pitching (outbound)
- Develop ongoing measurement of content use and value; set goals and report on effectiveness
- Support key stakeholders to optimize the effectiveness of communications and ensure consistency of brand and messaging

### **Requirements**

- Post-secondary education, preferably with a focus on Journalism, Marketing or Communications
- Excellent knowledge of the asset management industry and investment products
- 2-5 years of communications / content experience within the Financial Services industry
- Strong verbal and written communication skills and exceptional attention to detail
- Proficiency with Microsoft Office
- Ability to prioritize tasks and work well under pressure to meet tight deadlines
- A team player with a strong work ethic and a positive attitude

### **Preferred Additional Skills**

- Knowledge of SEO best practices and techniques
- Comfortable on-camera presence and ability to host/moderate client-facing events
- Bilingual in English and French would be an asset

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To apply, send your résumé **and cover letter**, along with any relevant writing samples to [careers@beutelgoodman.com](mailto:careers@beutelgoodman.com). Please note that résumés without an accompanying cover letter will not be considered for this position.