

<https://fintechnews.am/job/director-business-marketing-hybrid-at-broadridge/>

## Director – Business Marketing (Hybrid)

### Description

At Broadridge, we've built a culture where the highest goal is to empower others to accomplish more. If you're passionate about developing your career, while helping others along the way, come join the Broadridge team.

We are made up of high performing teams that meet in person to learn and collaborate as needed. This role is considered hybrid, which means you'll be assigned to a Broadridge office and given the flexibility to work remote.

We are seeking an experienced B2B Integrated Marketing Director to join our dynamic team to help lead marketing for Broadridge in Canada. This unique role will be responsible for developing and executing strategic marketing initiatives in support of Broadridge's growth objectives in Canada, with a focus on building the Broadridge brand and reputation, generating demand for our suite of wealth and investor communications capabilities and deepening our relationship with clients, relevant associations and local media. The role requires a digital-first thinker who takes a hands-on approach to developing and executing tailored multi-channel marketing programs, including thought leadership initiatives, digital marketing, lead generation activities, events, and PR that deliver measurable value. B2B marketing experience, especially in the wealth and tech space in Canada is preferred.

This marketing director will partner closely with our regional leadership team, including President of Canada, Sales, Business Unit Leaders as well as Global Marketing colleagues to align on priorities and ensure a disciplined go-to-market plan. Keys to success include, a proactive lean-in style, strong collaboration skills, ability to deliver end-to-end, proven experience in maximizing outcomes with limited resources, and a passion for delivering real value. The role has the unique opportunity to help be part of our growth plan for Broadridge in Canada.

### Responsibilities

- Define and deliver marketing strategy and programs in the Canada region and work with key stakeholders across functions to determine prioritization and allocation. Define objectives. Oversee and track budget. Work with segment marketing teams to define segment specific programs for the region.
- Define and execute lead generation campaigns and accelerate pipeline growth in chosen market segments and geographies by optimizing campaign performance across different tactics. Obtain cooperation across teams and establish metric tracking and discussion to drive future campaign strategy.
- Develop and direct integrated customer retention strategies to build advocacy and maintain 100% client retention. Build and execute initiatives to foster deeper client relationships – higher and wider within key accounts.
- Develop digital marketing tactics across programs, including social media, email, and content amplification platforms. Leverage account based marketing (ABM) and align tactics with corporate priorities and sales goals to drive growth and maximize productivity.

### Hiring organization

Broadridge

Broadridge Financial Solutions, Inc. (NYSE: BR), a \$5 billion global Fintech leader, is a leading provider of investor communications and technology-driven solutions to banks, broker-dealers, asset and wealth managers, and corporate issuers. Broadridge's infrastructure underpins proxy voting services for over 50 percent of public companies and mutual funds globally, and processes on average more than U.S. \$9 trillion in fixed income and equity securities trades per day. Broadridge is part of the S&P 500® Index and employs over 14,000 associates in 17 countries.

### Employment Type

Full-time, Hybrid

### Industry

Financial Services

### Job Location

Toronto, Ontario, Canada

### Date posted

29 November 2023

apply

- Define and launch regional brand awareness campaigns. Position Broadridge as a trusted industry leader. Build thought leadership content and case studies, leverage global content and generate locally relevant content.
- Partner with our public relations and analyst relations colleagues and directly with media publications to enhance Broadridge's profile in the region via interviews, press releases, articles and paid media initiatives. Forge, deepen and/or maintain relations with industry associations, partners and other influencers such as analysts and consultants. Develop and manage effective communication platforms to clients, prospects and the wider market community.
- Plan and deliver impactful customer events, roundtables, and webinars (paid, owned and earned). Manages end-to-end event process.
- Successful track record of building go-to-market programs that incorporate competitive/marketplace analysis, strategic plans and operational marketing tactics as well as metrics for return on marketing investment.
- Extensive experience building an international marketing strategy and driving ROI from marketing activities.
- May perform other duties/responsibilities as needed or assigned.

## **Qualifications**

- BA Degree (preferably with a concentration in Marketing)

## **Experience:**

- Minimum 10-15 years B2B marketing experience, preferably in finance industry and technology companies
- Experience as a multi-channel marketer with a strong digital bias, adept with the modern marketing ecosystem and marketing technology platforms.
- Experience in leading marketing programs across the full marketing spectrum (digital, thought leadership, events, brand, PR)
- Excellent verbal and written communication skills
- Ability to manage multiple business and sales stakeholders
- Strategic thinking and ability to prioritize work very efficiently in a fast-paced, highly-matrixed work environment

## **Requirements:**

- A self-starter who is highly organized and able to work with team members at all levels in the organization as well as with clients and prospects.
- Work as part of a global team, i.e. must communicate across time zones
- Ability to work in fast moving environment and with very diverse personalities.
- Organized, analytical, detail-oriented, timely and dependable
- Ability and willingness to travel up to 20% as needed.

## **Recruitment Process**

Throughout your application process, you may be asked to connect with us virtually or in-person. Our recruiters will explain how hybrid interviews will be held throughout the recruitment process, and they will be able to answer any questions you might have.

### **Background Check Process**

Broadridge requires employees to complete a background check that is completed by one of our service providers. We use this service to complete the following checks:

- Employment verification
- Education verification
- Credit inquiry
- Canadian criminal record check

### **Workplace Flexibility**

We are committed to supporting flexible work arrangements, investing in technology or other resources to enable you to work from home effectively, wherever possible.

At this time this is a hybrid role, and therefore you should have a basic home office set up, high-speed internet, and the ability to work without distractions during core business hours.

### **Accessibility & Accommodation**

Broadridge is an equal opportunity employer and is committed to a diverse and inclusive workplace ensuring that equal employment opportunities are provided to all individuals, regardless of race, colour, gender identity, sexual orientation, marital status, creed, age, disability, religious affiliation, or national origin or citizenship. If you require any accommodations during the recruitment process, please notify our recruitment team.

### **#LI-Hybrid**

### **#LI-SS1**

Broadridge associates helped us envision our Connected Workplace, a work model that allows associates around the globe to take advantage of the benefits of both on-site and off-site work to support our clients, one another, and the communities where we live and work. Our Connected Workplace is grounded in the concept of FACS: Flexible, Accountable, Connected, and Supported, which is our commitment to our associates. FACS supports our strong culture and allows us to achieve business goals while supporting meaningful work-life integration for our associates.

We are dedicated to fostering a diverse, equitable, and inclusive environment and

committed to providing a workplace that empowers associates to be authentic and bring their best to work. We believe that associates can only do their best when they feel safe, understood, and valued, and we work diligently and collaboratively to ensure Broadridge is a company—and ultimately a community—that recognizes and celebrates diversity in all its dimensions.