

# OPPORTUNITY PROFILE

Channel Marketing Managers  
(Financial Services)  
Calgary, AB

trigger

## OPPORTUNITY PROFILE

---

### ABOUT Trigger

Trigger is an award-winning strategic branding consultancy located in Calgary. The agency operates as a full-service, integrated, results-driven marketing communications provider to clients across Canada.

The name Trigger was conceived from the belief that to impact their clients' business results, they needed to create compelling communications that would trigger a response. Through "ideas that trigger", they evoke an emotion, create a reaction, and motivate a response to their clients' messaging.

Trigger offers strategic branding, research strategy, management and analysis, writing/editing, graphic design, interactive design and programming, advertising, communications planning of media and implementation, and public relations. Their clients are nationwide and include retail and distribution, financial services and insurance, investor relations, tourism, automotive, economic development, non-profit, and professional associations.

To learn more about Trigger, please visit:

[www.ideasthattrigger.com](http://www.ideasthattrigger.com)

### THE OPPORTUNITY – Channel Marketing Managers (Financial Services)

#### *Position Overview*

---

The Channel Marketing Managers are new and innovative positions in the agency designed to enhance the strategic relationship Trigger maintains with its key financial services clients. Reporting to the Group Account Director, the Channel Marketing Managers will be key members of the client services team. The Channel Marketing Managers will maintain in-depth product knowledge of financial services in order to forge and cultivate strategic client relationships. The Channel Marketing Managers, along with the entire client services team, work towards achieving strategic stewardship and excellence in customer care to position Trigger for continuous growth and profitability.

## ***Primary Responsibilities***

---

The Channel Marketing Managers are responsible to:

- Conduct research and strategic planning to enhance client marketing and communications activities;
- Provide significant support to the marketing and operations departments of select clients;
- Act as a liaison between financial services clients and the rest of the team at Trigger;
- Provide expert financial service product knowledge to the Trigger creative team;
- Assist in the development and manage the execution of planned integrated marketing communications initiatives to generate the desired business impact;
- Act as the key point of contact, supporting the marketing communications needs of clients;
- Proactively identify opportunities to deliver more effective and efficient marketing communications support to clients;
- Increase overall productivity, efficiency, and utilization of Trigger resources in the successful implementation of all client deliverables;
- Assist in the development of new systems and procedures that will enhance and improve the product, service, and profitability of the firm; and
- Contribute to ***Ideas that Trigger.***

## **THE PERSON**

### ***Education, Training, and Experience***

---

The ideal candidate will possess:

- Post secondary education in business or a related field, ideally with a marketing or communications focus;
- 5+ years of relevant marketing and branding experience;
- A solid understanding of financial services marketing;
- Excellent financial services product knowledge either in retail banking, wealth management, commercial / agriculture lending or a combination of the three;
- Previous experience with a marketing communications agency; and
- A solid understanding of integrated design and strategic communication services.

### ***Prime Skills and Attributes***

---

- Outstanding strategic marketing and communications acumen;
- Demonstrated strong project management and communication skills.
- Strong tactical marketing skills;
- Strong leadership and organizational skills;
- Ability to work independently, with little supervision;
- Strong interpersonal and communication skills;
- Excellent presentation skills, one-on-one, and in group settings;
- Embraces a high performance, client oriented culture;
- Exceptional ability to problem solve and make sound decisions;
- Driven to achieve results;
- Works with a sense of urgency;
- Possesses a “can do” attitude and willingness to assist wherever required;
- Exhibits enthusiasm and promotes a team environment;
- Understands and demonstrates a positive outlook towards change; and
- Ability to demonstrate the Trigger Brand difference across all brand touch points.

### **COMPENSATION**

A competitive compensation package will be provided and will be discussed in more detail during a personal interview.

### ***For further information please contact***

---

#### ***Greg Longster B.Comm., MBA***

Davies Park Vancouver  
900 – 510 Burrard Street  
Vancouver, BC V6C 3A8  
Ph: (604) 688-8422  
Fax: (604) 688-8427  
Email: [executive@daviespark.ca](mailto:executive@daviespark.ca)

**Additional information can be found at:**

[www.daviespark.com](http://www.daviespark.com) and [www.ideasthattrigger.com](http://www.ideasthattrigger.com)