



DIRECTOR, CREATIVE SERVICES

We're Investors Group - a Canadian leader in providing personal financial planning services, and dedicated to building lasting client relationships. This is your opportunity to build a career with a leading organization where you can learn, grow and thrive both professionally and personally.

Our vision is to be the best financial services company serving the long term needs of individual Canadians.

At Investors Group:

- We relate to our diverse clients through **Comprehensive Planning**.
- In all of our endeavors we are **Diligent In Our Efforts**.
- We respect each other and the communities we serve by being **People Who Care**.

If you share our vision and values, we'd like to hear from you.

The Marketing & Communications Operations department is responsible for the development and implementation of content and materials that align with the company's corporate and marketing strategies. The department supports business activities across a range of audiences including: Field Management, Consultants, employees, clients, shareholders, media, analysts and the general public.

The Director, Creative Services leads the creative team in the development and delivery of marketing and communications materials for Investors Group and IGM Financial. This includes generating and leading creative strategy that elevates our marketing and communications plans and field and corporate events, spanning digital, multimedia and print formats. In addition, this position is responsible for the team that looks after external vendor relations, print production and inventory management for Investors Group.

Responsibilities include:

- Responsible for the team that delivers creative strategy, graphic design and layout for a full range of electronic and printed marketing materials including collateral and promotional material, internal publications, reports and conference materials for both internal and external audiences.
- Responsible for the team that delivers multimedia services, including videography, photography, video graphics and 3D animation, video and sound editing, webcast and podcast production.
- Responsible for the team that delivers print production, inventory management and external vendor relations. This includes forms design, warehoused and on-demand print inventory, and all aspects of estimating, vendor relations and print production.
- Develops and oversees standards and processes to ensure quality control across all aspects of Creative Services.
- Works closely with Marketing Planning, Digital Marketing, Brand Management and National Advertising teams in the execution of marketing plans, advertising strategy and in the enforcement of corporate branding standards.

Qualifications:

- Minimum 10+ years experience in a marketing agency role or in a corporate setting.
- Experience in leading a team in the development and execution of creative strategy.
- Post-secondary degree or diploma in a relevant discipline, (i.e. Fine Arts, Creative Arts, Graphic/Digital Media Design).
- Strong skill in developing creative concepts that span digital/multimedia and print formats.
- Demonstrated verbal and written communication skills in dealing with internal and external audiences.
- Strong negotiation, project management and time management skills.
- Understanding of the functions of all internal departments (i.e. design/creative services, translation, web, multimedia, production, corporate communications, branding/advertising marketing planning and event marketing).
- Demonstrated leadership skills.

To apply for this position, send a cover letter and resume, indicating the position title, to: resumes@investorsgroup.com. Deadline for applications is April 24, 2015.

We thank all applicants, however, only those under consideration will be contacted.