



EVERLINK

Delivering Payment Innovations

JOB PROFILE

MARKETING MANAGER

ABOUT EVERLINK

Everlink Payment Services Inc. is a leading provider of comprehensive, innovative, and integrated payment solutions and services for 98% of credit unions, 55% of consumer-facing schedule 1 and 2 banks, and a broad range of SMEs across Canada. In addition to supplying best-in-breed technology infrastructure and payment network connectivity via our well-established Payment Network Gateway – with operational performance that continually ranks in the upper first quartile – we offer a diversified range of integrated payments Lines of Business including:

- Digital Solutions, enabling real-time payments for Retail Peer-to-Peer (P2P), Business (B2B/B2P) Payments, ISO20022 Payment Gateways and API Integrations for Financial Institutions and Services Providers.
- Card Issuance & Management, with a history of firsts related to Card Issuance Solutions, Everlink provides a fully managed, flexible, and turnkey experience, ensuring credit unions, banks, FinTechs and other payment card issuers can provide the card products they need, including debit and Co-badged cards.
- Fraud Management Solutions, operating one of the largest service bureaus in Canada for Fraud Management Solutions, Everlink offers credit unions, banks and fintech industry-leading and custom-designed solutions enhancing the protection of their members and customers.
- Mobile Payments, fulfilling critical service delivery requirements, Everlink remains at the forefront of NFC-based payments' evolution with extension to mobile wallets and other digital payment methods.
- Payment Network Gateway, operating a world-class payments technology infrastructure, Everlink's Payment Network Gateway Services provides connectivity to domestic and international payment networks for credit unions, banks and merchants to participate in.
- Professional Services, leveraging our extensive industry knowledge, expertise and capabilities, Everlink's Professional Services Team partners with our clients to navigate the ever-changing payments landscape, ensuring their technology capabilities remain relevant.
- Retail Solutions, enabling Card Present Point-of-Sale Acquiring, including Interac® eCommerce via dedicated Host to Host Payment Gateways for Payment Service Providers, FinTechs and Credit Unions.
- ATM Managed Services, supporting the latest technology and introducing innovations, Everlink powers ATM networks and transaction capabilities for credit unions, banks and cardholders domestically and abroad.

Complementing the strength of these eight primary Lines of Business is our ongoing commitment to Client-Centricity, the critical element of our guiding principles. At Everlink, we are dedicated to building, maintaining and nurturing long-lasting relationships. To help our clients remain competitive and successful, we provide the innovative technologies they need to serve their growing base of members, customers, and merchants.

Our Guiding Principles



About the Role

Title

Marketing Manager

Reports To

Vice President, Business Development and Marketing

Challenge/Role

Reporting directly to the Vice President of Business Development & Marketing, the Marketing Manager is responsible for developing and executing Everlink's strategic marketing plans and brand image as a key member of the Business Development Division. This individual will serve as the subject matter expert in all marketing-related activities through various channels and have a data-focused drive to action with an eye on emerging trends. The Marketing Manager will collaborate on the launch of new products, services, and associated brands to meet profitability goals through effective client-centric marketing programs. This role will also be required to coordinate and host informational webinars, coordinate participation/sponsorship in industry conferences/tradeshows and occasionally participate in industry groups.

Accountabilities

Coordinate the Marketing & Sales Promotional strategies.

- Collaborate with sales, production, and operations personnel to prepare sales material, including client-facing presentations and product data sheets.
- Prepare client-facing communications, including press releases, social media posts and internal employee communications.
- Initiate research, development, and implementation of new marketing programs, including, corporate sales, Internet/Social Media marketing, conventions, advertisements, sales tools and other initiatives.
- Responsible for working with 3rd party vendors to keep the Everlink website current.
- Provide support and tools to account managers and other staff that will drive sales.
- Leverage their knowledge of the payment processing industry to spot and keep Everlink at the forefront of emerging marketing trends in our field.



Build the Everlink brand.

- Develop and promote branding initiatives consistent with corporate business goals and objectives.
- Ensure all products, services, and website conform to brand identity; conduct ongoing brand management.
- Manage internal and external creative talent to produce marketing collateral in accordance with brand messages.

Commercializing New Products

- Assist our product teams with analysis of market trends to help them determine the feasibility and profitability of new or existing offerings and make recommendations based on findings.

Leadership

- Develop marketing plans within budget requirements and determine our potential for return on our marketing investment.
- Collaborate with account managers to identify customer needs for client-centric, tailored initiatives.
- Prepare and deliver reports on the status of all marketing programs and initiatives to the senior leadership team.
- Communicate, negotiate, and collaborate with promotional partners for joint marketing activities.
- Attend relevant trade shows and convention appearances to build relationships and promote the organization's initiatives; ensure the company's image truly reflects the value we bring to clients.
- Monitor, evaluate, and report on competitor marketing activities and industry outreach trends; make recommendations based on findings/opportunities discovered.
- Disseminate awareness of new marketing initiatives to all staff.
- Lead, manage and execute corporate events including the annual Client Connections Conference. This includes all logistics, attendee registration, sponsorship attainment, promotional campaigns, etc.

Other Duties

Please note that this job description is not designed to cover or include a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Supervisory Responsibility

This position has one team member reporting to it.

About You

Experience

- 5+ years of direct work experience in a marketing management capacity.
- Proven track record in creating and executing successful marketing programs.
- Direct experience with graphic design, Web page, and other marketing-related software tools such as WordPress, Dynamics 365, Marketing Automation and others.
- Payment industry experience not mandatory but preferred.



Skills and Qualifications

- University degree in marketing, advertising, sales, or business administration, or equivalent.
- Excellent understanding and familiarity with brand building and brand management.
- Knowledge of ethical marketing best practices and associated regulations.
- Superior writing skills to apply to client-facing press releases and social media posts.
- Demonstrated proficiency with digital marketing techniques, technologies, and solutions.
- Ability to build and sustain relationships with key business partners and clients, including client communication departments, web design, payment industry experts, etc.
- Strong knowledge of competitive analysis methods.

Personal Characteristics

You also have strong interpersonal and communication skills and are able to build professional business relations within and outside the organization. Your track record of continuous professional development includes a strong focus on fostering collaboration, consensus building, marketing and event management. These skills, paired with your strong commitment to customer satisfaction and teamwork and your ability to manage multiple projects with varying complexities, priorities and timelines, all work to make you the ideal candidate for this opportunity.

All employees must have mutual respect, cooperation, professional conduct, and adherence to Everlink's code of conduct.

What We Offer

- Competitive compensation
- Comprehensive benefits package
- Flexible working environment and office hours
- Opportunities for professional learning, growth, and career advancement

Interested candidates are requested to apply their resumes to Careers@everlink.ca

The deadline to apply is April 15, 2024.

Everlink is committed to eliminating barriers and improving accessibility for persons with disabilities to our workplace in a timely manner and in a way that respects dignity, independence, integration and equality of opportunity. Everlink has accommodation progress in place and provides accommodations for employees with disabilities. If an employee requires a specific accommodation because of a disability or a medical need, we will work with them to make an appropriate accommodation. If you require an accommodation during the interview process, we will work with you to accommodate your needs.

