

Head, Marketing & Communications

Company

Mako is a leading fintech firm, building software to bring top asset managers and their clients into the cloud. Our SaaS platform allows firms to onboard new clients, interact with their existing clients and simplify costly back-office procedures with smart automation and great user experience.

This is a pivotal time for a transition to cloud services, which has fueled rapid growth in our customer base, as firms seek a product of our quality in order to put their best foot forward to remote clients.

As we continue to expand rapidly, we're now seeking a dynamic professional to lead our brand and messaging, and help tell the story of how we help our clients. Since this will be our founding marketing hire, working directly with the CEO, title and compensation structure will depend on fit and experience.

Tasks

- Lead the definition of a unified brand and message for Mako
- Implement this message across web, social and partner channels, and develop a new website showcasing customer stories
- Build systems to track engagement and traffic
- Write blog posts, customer success stories, newsletters, and web site copy
- Manage budget for B2B social media, search engine, and referral marketing
- Coordinate press communications
- From time to time, provide brand-focused design advice to product team

Background

- Experience in digital marketing & communications. Relevant skills include: SEO, Copywriting, Paid Advertising, Branding & Positioning, Analytics, Public Relations
- Excellent writing skills, and experience managing blogs or otherwise putting out content
- Creative design skills or experience managing design processes
- Bilingual (English/French), or background in tech or finance are assets

Location

- Currently remote but based in downtown Montreal (Place Ville Marie)

Why work for us

- Market-leading salary, bonus plan and equity
- Gold-plated health and wellness benefits, extensive vacation policy

How to apply

Send a one-page résumé, with an introductory note or cover letter, to careers@makofintech.com.

We'd value seeing a portfolio or sample of work as well.