

# Equity Financial Trust

## Digital Marketing Specialist

**Job Location:** Toronto  
**Reports to:** Manager, Marketing & Sales Support  
**Department:** Sales and Marketing  
**Employment Type:** Permanent Full-Time

### Company Overview:

Equity Financial Trust Company is a federally regulated trust company that provides alternative residential mortgage solutions. At Equity, we strongly believe our success is based on one singular factor – our people.

Join our Sales and Marketing team and help us develop and successfully implement a broker and consumer experience that will change the face of Alternative Lending.

### Overview of Position:

Reporting to the Manager, Marketing & Sales Support, the Digital Marketing Specialist will be responsible for implementing our digital marketing strategy and manage updating our website, social media platforms and email marketing systems.

### Job Responsibilities:

- Develop and implement our social media strategy and presence to boost our brand awareness to our brokers and consumers
- Manage social media performance via Hoot Suite
- Create and design Sales and Marketing materials in print and digital formats according to our corporate brand guidelines
- Coordinate different industry events with our Sales team
- Write copy for social media and weekly emails
- Develop using our CRM technology a broker and consumer journey to optimize their experience with Equity

### Qualifications & Attributes:

The successful candidate will have:

- 3+ years of digital marketing and social media work experience in an agency environment
- Must possess good verbal and listening skills
- Knowledge and experience with salesforce.com including the Marketing Cloud
- Experience in working with Adobe creative suite and HTML
- Must know Microsoft office with excellent Powerpoint skills

### Disclaimer

The above information in this description has been designed to indicate the general nature and level of work performed by employees in the position. It is not designated to contain a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

### Additional Information:

Resumes should be forwarded to [resumes@equityfinancialtrust.com](mailto:resumes@equityfinancialtrust.com). While we thank everyone for their interest in Equity Financial Trust, please note that only candidates selected for an interview will be contacted.