

Position Specification

# **Global Risk Institute in Financial Services**

**Digital Marketing and SEO Manager**

March 2024

## POSITION SPECIFICATION

<b>Position</b>	Digital Marketing and SEO Manager
<b>Company</b>	Global Risk Institute in Financial Services
<b>Location</b>	55 University Avenue, Suite 1801 Toronto, Ontario M5J 2H7
<b>Reporting Relationship</b>	Director of Marketing and Communications
<b>For more information</b>	sang@globalriskinstitute.org

### COMPANY BACKGROUND / CULTURE

The Global Risk Institute (GRI) is a premier organization that defines thought leadership in risk management for the financial industry. GRI brings together leaders from industry, academia, and government to draw actionable insights on risks globally.

The organization was founded in 2010 as a result of efforts by the financial industry and the Governments of Canada and the Province of Ontario to build capacity to manage and prevent risks within Canada's financial institutions and to build a global profile for the industry.

Through engagement activities with its member institutions, GRI builds integrated risk management capacity for private and public sector professionals. It also acts as a hub, stimulating evidence-based debate among regulators, practitioners and academics engaged in risk. GRI's objectives are to:

- Build risk management capacity in the financial services industry
- Leverage our convening capability to foster effective conversations among the public and private financial sectors
- Deepen and broaden our collective understanding of financial industry risks through research, education, and events
- Continue to expand our financial industry membership reach and engagement, while building our brand in risk management

GRI has become the leading forum for ideas, engagement and emerging trends in risk management in the financial services sector and is well positioned for the future. Through ongoing growth in its partnerships, membership and programming, GRI continues to build strong connections, provide critical research, education and events for risk leaders globally.

## KEY RESPONSIBILITIES

GRI is seeking an experienced Digital Marketing and SEO Manager to manage and regularly refresh content on the GRI website. This senior role requires a unique blend of creativity, analytical acumen and a proactive approach to keeping our website current. The ideal candidate will oversee our online presence, improve brand visibility and drive traffic by excelling in WordPress, SEO, digital marketing strategies, and web design. This role also requires ensuring that the website content remains relevant, engaging and aligned with the latest industry information. This position reports to the Director of Marketing and Communications.

### Specific responsibilities include:

- Help to develop and implement a comprehensive digital marketing strategy to increase brand visibility and support organizational goals.
- Evaluate and report on the performance of digital marketing campaigns, using metrics such as website traffic, to inform future strategies.
- Help to lead the content strategy for GRI's website.
- Provide expert insights and reports on digital marketing performance. Be aware of industry activities and events to source content for the website and social channels.
- Optimize our WordPress website for maximum SEO impact.
- Develop SEO best practices to improve organic search rankings and drive organic traffic.
- Conduct comprehensive keyword research to identify growth opportunities.
- Perform on-page and off-page SEO optimizations.
- Analyze website analytics to track performance and make data-driven decisions.
- Collaborate with the team to create cohesive and innovative content strategies.
- Collaborate with the team to create engaging and SEO-friendly posts and landing pages that align with marketing objectives.
- Strategically promote content through various digital channels to maximize reach and engagement.
- Use advanced WordPress website design skills to create and update visually appealing and user-friendly web pages.

## 12-MONTH CRITICAL SUCCESS FACTORS

- Help to complete refreshed public website that uses an appropriate content management solution that addresses member needs and provides flexibility and ease of use in maintaining, adding/updating content.
- Contribute ideas to help develop a comprehensive digital marketing strategy aimed at increasing brand visibility and supporting organizational goals.
- Actively participate in the execution of digital marketing campaigns.
- Lead initial content strategy efforts for the website, ensuring it aligns with the overall digital marketing strategy.
- Evaluate performance by evaluating and reporting on the performance of digital marketing campaigns using metrics like website traffic to inform future strategies.

- Develop and implement SEO Best Practices by developing SEO best practices to improve organic search rankings and drive organic traffic. This includes conducting comprehensive keyword research and performing both on-page and off-page SEO optimizations.
- Use advanced WordPress design skills to update and create visually appealing, user-friendly web pages. Strategically promote content through various digital channels to maximize reach and engagement.
- Stay Informed on industry trends by monitoring activities and events to source innovative content for the website and social channels.

## QUALIFICATIONS

- Minimum 7 years of experience in digital marketing, with expertise in SEO, WordPress and web design.
- Knowledge of the financial services sector
- Advanced SEO strategy skills
- Expert analytical skills and a superior ability to use data to drive decision-making.
- Excellent written and verbal communication skills.
- Strong project management skills, with a proven ability to meet tight deadlines and manage multiple initiatives concurrently.
- Proficiency in HTML, CSS, and JavaScript is a plus.
- Certifications in SEO and Google Ads are a bonus.

## PROFESSIONAL EXPERIENCE

- Marketing: 7 years (preferred)
- SEO tools: 7 years (preferred)
- Google Ads: 7 years (preferred)
- WordPress: 7 years (preferred)
- Digital marketing: 7 years (preferred)

## EDUCATION

- Bachelor's degree in Marketing, Communications or a related field.

## COMPENSATION

A competitive compensation package.

**TO APPLY**

Please provide a short cover letter telling us why you're a great fit for the organization and this role. Include your resume and submit the package to:

SukYee Ang

Director, Finance

[sang@globalriskinstitute.org](mailto:sang@globalriskinstitute.org)

***Please note that only candidates selected for an interview will be contacted.***