



Senior Corporate Communications Consultant

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 endeavours 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.

We are currently looking for a **Senior Corporate Communications Consultant** to join our Corporate Communications department in our **Winnipeg** location. The Corporate Communications department is responsible for the development and implementation of communications and issues management activities in support of the company's corporate strategy and business activities across a range of audiences including: Field management, consultants, employees, clients, shareholders, media, analysts and the general public.

The Senior Corporate Communications Consultant works collaboratively to develop appropriate communication strategies and plans for the delivery of key messages and provides strategic input on both field and online Consultant communications initiatives using content strategy disciplines such as design, development, analysis, presentation, measurement, evaluation, production, management, and governance. The individual is expected to demonstrate a high degree of accountability, expert level attention to detail, strong organizational skills, excellent written and verbal communication skills with solid editing experience, and professionalism in executing their responsibilities.

Responsibilities include:

- Organizing and presenting online content based on governing writing guidelines to create content that is effective, timely and easy to utilize and understand.
- Creating compelling, persuasive copy and calls to action.
- Editing content to enhance readability, and to create a cohesive user experience.
- Meeting with content providers and business leads on a regular basis to review existing content and discuss new additions/updates.
- Writing effective metadata and optimizing content for search engines.
- Developing, implementing, maintaining, and enforcing editorial style guidelines.
- Conducting audits of existing and new content to identify content gaps.
- Analyzing web metrics to measure how we can improve user experience.
- Keeping up-to-date with digital content and social media developments and knowledge.
- Conducting content workshops.

Qualifications:

- A minimum of five years relevant experience in an established communications role, preferably within the financial services industry
- Degree or diploma in a recognized communications program
- Demonstrated expertise in web content management and web content execution and SEO optimization
- Strong verbal, written, and online communications skills

- Experience with Dreamweaver or equivalent software is an asset
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To apply for this position, send a cover letter and resume, indicating the position title, to: resumes@investorsgroup.com. Deadline for applications is February 6, 2012.

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