



## Chief Marketing Officer (CMO)

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### Our Company

Picton Mahoney Asset Management (“PMAM”) was founded in 2004 to provide unique investment solutions to institutional, retail and high net worth investors in Canada and around the world. We are proud to say that we are 100% employee-owned and manage approximately \$9.6 billion in sub-advisory, pension plan and hedge fund assets on behalf of our clients. The core values at Picton Mahoney guide the employee experience and contribute to the culture which fosters strong, transparent relationships.

### Why Work at Picton Mahoney?

Picton Mahoney Asset Management is a place where employees can be proud of building a rewarding career that offers growth and the opportunity to evolve within a supportive culture that focuses on professional development. Over the years, we have learned from feedback and have developed strategies and programs that enhance employee engagement and improve the employee experience. As our values state: *We work together; fully engaged and aligned. We support each other, and our actions contribute to the strategic goals of our firm. We believe in integrity and always “doing the right thing” for our clients, colleagues, and the firm. We believe in the concept of “unity in diversity” and are driven by a collaborative spirit to achieve our goals. We are committed to performance, excellence and winning. At Picton Mahoney, “stepping up” is an action, not a thought, which results in the development and implementation of those ideas. We prioritize growth and innovation and accept full responsibility for personal performance and results. We believe in being open when providing and receiving feedback, because it makes us better at what we do best.*

### The Opportunity

We are seeking an experienced and dynamic Chief Marketing Officer (CMO) to lead the marketing efforts across three distinct business lines: Asset Management (B2B marketing), Private Wealth (B2C marketing), and Portfolio Construction (SaaS marketing). The ideal candidate will have a proven track record in strategic marketing, brand management, and customer acquisition across diverse market segments. This role demands a visionary leader who can integrate marketing strategies to drive growth, enhance brand presence, and deliver exceptional client experiences.

### Responsibilities of the Role

#### Strategic Planning and Leadership

- **Develop Comprehensive Marketing Strategies:** Formulate and execute marketing plans tailored to each business line’s objectives and target audiences.
- **Leadership and Team Management:** Lead and inspire a cross-functional marketing team, fostering a collaborative and innovative environment.
- **Budget Management:** Develop and manage the marketing budget, ensuring efficient allocation of resources across all marketing activities.

#### Brand Building & Management

- **Brand Building:** Build and grow new brands for new lines of business.



- **Brand Positioning:** Strengthen and maintain a cohesive brand presence across all business lines, ensuring consistent messaging and high standards.

#### **Client Acquisition and Retention**

- **B2B Marketing for Asset Management:** Develop and implement strategies to grow both our institutional business and retail business.
- **B2C Marketing for Private Wealth:** Create and execute marketing campaigns to engage high-net-worth individuals and families for our emerging business line.
- **SaaS Marketing for Portfolio Construction:** Drive demand generation and lead nurturing for digital tools and software solutions.

#### **Marketing Communications and Public Relations**

- **Content Strategy & Merchandising:** Oversee the creation of compelling content tailored to each audience, including thought leadership articles, case studies, whitepapers, and webinars. Merchandise the content in a efficient, and effective manner to ensure that each piece is harnessed properly with it's intended audience.
- **Public Relations:** Manage media relations to secure positive coverage and develop PR campaigns highlighting the firm's expertise and achievements.
- **Investor Communications:** Ensure clear and consistent communication with clients and stakeholders through regular updates and reports.

#### **Digital Marketing and Analytics**

- **Digital Campaigns:** Lead digital marketing initiatives, including SEO, SEM, social media, email marketing, and online advertising.
- **Performance Metrics:** Utilize data analytics to measure the effectiveness of marketing campaigns and provide regular performance reports to the executive team.
- **Optimization:** Continuously optimize marketing strategies based on data insights and market feedback.

#### **Collaboration and Integration**

- **Cross-Functional Coordination:** Collaborate with sales, product, compliance, and client services teams to ensure integrated marketing efforts.
- **Vendor Management:** Manage relationships with external agencies and vendors to ensure high-quality and cost-effective services.

#### **Compliance and Ethical Standards**

- **Regulatory Compliance:** Ensure all marketing activities comply with relevant regulations and industry standards.

#### **The Qualifications and Experience Required**

- Bachelor's degree in Marketing, Business Administration, or a related field. MBA or advanced degree preferred.
- Relevant marketing certifications (e.g., Digital Marketing, Content Marketing, etc.) are a plus.
- Minimum of 10 years in marketing leadership roles, with significant experience in B2B, B2C, and SaaS marketing.
- Familiarity with marketing automation tools, CRM systems, and data analytics platforms.
- Demonstrated success in developing and executing marketing strategies that drive growth and enhance brand value.
- Deep understanding of asset management, private wealth management, and SaaS markets.
- Proven ability to lead and motivate cross-functional teams, manage budgets, and drive organizational growth.



- Ability to adapt quickly to changing market conditions and lead the organization through transformation.
- Strong strategic planning skills with the ability to develop and execute comprehensive marketing plans.
- Proficiency in data analytics and performance measurement tools to track and optimize marketing efforts.
- Excellent verbal and written communication skills, with the ability to craft compelling messages for diverse audiences.
- Extensive experience in digital marketing strategies and tools, including SEO, SEM, social media, and email marketing.

### **Our Commitment to Employees**

At Picton Mahoney Asset Management, we take pride in elevating our employees' experiences through an array of exceptional perks and programs. Enjoy a suite of benefits including Corporate Wellness & Fitness Reimbursement, Women in Capital Markets partnership, Women Executive Membership, Volunteer Days, Charitable Matching, Maternity and Parental Leave Top-Up, Peer Performance Recognition Awards, Semi-Annual Performance Bonuses, a generous Annual Vacation Entitlement (minimum of 15 days/year), Tuition Reimbursement, Extensive Medical & Dental Benefits, Healthcare Spending Account, and more. These offerings are crafted to enhance your career journey and overall well-being. Join us in an environment that values your growth and success!

*Picton Mahoney Asset Management is proud to be recognized by Great Place to Work® as a 2021 “Best Workplaces for Inclusion” and 2021 “Best Workplaces for Women”. We are committed to providing an equitable and fair work environment for everyone and all hiring and other personnel actions will be taken without regard to race, colour, creed, religion, sex, disability, gender identity, gender expression, family status, age, language or national origin. If you require an accommodation at any point in time throughout the application and hiring process, please contact Human Resources at (416) 955-4108 or at [accessibility@pictonmahoney.com](mailto:accessibility@pictonmahoney.com).*