



## Senior Marketing Specialist

### About Ascendant

Ascendant is a leading global payments provider, focused on the B2B cross-border payments space. Ascendant is headquartered in Toronto Canada, with offices in the US, UK, and India. Ascendant's 360-degree approach simplifies end to end payment processes, transparency, and currency risk management. We are an innovative company, partnering with over 2,000 financial institutions.

### Position Overview

Ascendant is looking for a talented Marketing Specialist with skills in developing Marketing Campaigns, Content, Social Media, CRM management and Public Relations to support our rapid growth and expanded product initiatives. The ideal candidate will have experience working in fintech, regtech or the financial services industry and will demonstrate proficiency in the marketing functions essential for our business, including Event Management, Website Management, Email Design, Asset Design and KPI Reporting. This exciting career role has the opportunity to grow into a lead marketing manager. Tech we use: Hubspot, Google Analytics, Salesforce, MS Teams, and MS Office.

### Essential Responsibilities

- Develop content for social media, email, and product assets.
- Develop and assist management on email, event, targeted ad, SEO and other digital marketing campaigns.
- Work with marketing team on strategic objectives.
- Collaborate with sales team to develop segment / industry specific marketing material.
- Proactively determine opportunities for speaking engagements, award submissions, product demonstrations and trade events.
- Work with Public Relations agency to create and manage press releases / byline article submissions.
- Update and maintain content on the Ascendant website.
- Report on marketing performance across social media, public relations, and email marketing verticals.
- Oversee updates and data cleanup of our Salesforce CRM with support from marketing assistant.

### Qualifications

- 3+ years of professional marketing experience.
- Exceptional writing skills required.
- Experience using website management tools and analytics.



- A natural ability to collaborate well with others across the organization and thrive in a dynamic, fast-paced, startup environment.
- Self-starter that operates independently and efficiently, managing multiple projects simultaneously and successfully, without sacrificing attention to detail.
- Design acumen & exposure to design tools (Adobe, InDesign), nice to have
- Financial services experience preferred but not required.
- Experience with Hubspot preferred but not required.
- Strong understanding of Microsoft Office Programs.
- Bachelors Degree in Marketing, Advertising or related discipline.
- Location is Toronto Office (Office has established Covid guidelines)

**NOTE:** This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Please submit your resume and cover letter detailing your experience through the [Ascendant Careers](#) page.

*We would like to thank all applicants for their interest, please note only those selected for an interview will be contacted.*