



## Senior Social Media Manager

Join Our Growing Team!

Ninepoint Partners is a leading Canadian alternative investment firm managing approximately \$8 billion in assets, known for innovative strategies across Equities, Fixed Income, Alternative Income, Real Assets, FX, and Digital Assets. Based in Toronto, we're building what's next.

Ninepoint is currently seeking a Social Media Manager, reporting to the VP, Digital Marketing, to lead the strategy, execution, and performance of our social media presence. This role will play a critical part in building Ninepoint's digital voice, growing targeted audiences, and converting engagement into measurable business outcomes.

You will work closely with other members of the Marketing team to design and execute long-term, strategic social media campaigns that drive awareness, engagement, and lead generation across key investor segments.

### What You'll Be Doing

- Develop and execute a long-term, performance-driven social media strategy aligned with business priorities, product launches, and market themes
- Plan and manage multi-platform campaigns (LinkedIn, X, YouTube) to attract and engage financial advisor and DIY investor audiences
- Partner with the VP, Digital Marketing to manage and optimize paid social campaigns through external agency relationships
- Create and oversee high-quality, compliant social content, translating complex investment ideas into clear, compelling messaging
- Support the design and execution of lead generation funnels, driving traffic to landing pages, gated content, and email capture initiatives
- Own the social content calendar, ensuring consistent, timely, and strategic content delivery
- Collaborate with Marketing and Portfolio teams to amplify insights, educational content, and fund positioning

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- Monitor, analyze, and continuously optimize performance (engagement, CTR, conversions) using data-driven insights
- Manage external creative and production partners (agencies, designers, video) as required
- Ensure all content adheres to regulatory and compliance standards

## Who You Are

- 5–8 years of experience in social media management within financial services, preferably asset management or wealth management
- Proven ability to build and execute strategic campaigns, not just manage day-to-day posting
- Strong understanding of lead generation, conversion funnels, and performance marketing
- Deep familiarity with platforms such as LinkedIn (organic + paid), X, YouTube, Reddit, and emerging channels
- Experience working within regulated environments with compliance oversight
- Exceptional writing and storytelling skills, with the ability to simplify complex investment concepts
- Highly analytical, with experience using tools such as LinkedIn Analytics, Google Analytics and campaign tracking (UTMs)
- Strong project management skills with the ability to manage multiple initiatives simultaneously
- Experience with tools such as Hootsuite, Sprout, Canva, Adobe Creative Cloud, WordPress, and Mailchimp
- Canadian Securities Course (CSC) would be considered an asset

## What Success Looks Like

- Measurable growth in qualified audience segments across platforms
- Increased engagement rates and content reach within target investor groups
- Consistent generation of high-quality leads (email captures) from social campaigns
- Clear attribution from social activity to website traffic and conversion outcomes
- Establishment of Ninepoint as a distinctive and authoritative voice in investment thinking

## Why Join Ninepoint

- Be part of a high-growth, innovative asset manager
- Work on differentiated investment strategies and thought leadership
- Collaborate with a team that values creativity, initiative, and strategic thinking
- Opportunity to build and own a critical marketing channel from the ground up