

Marketing and Business Development Analyst - Calgary

Company Overview

Letko Brosseau & Associates is one of the largest and most successful money management firms in Canada with \$30 billion in assets under management.

Founded in 1987, we have enjoyed strong growth because of excellent investment performance, attentive client service and high standards of business ethics. Our clients include some of Canada's largest pension funds, unions, foundations and family offices. We offer balanced, global equity, emerging markets equity, Canadian equity and fixed income mandates, all managed internally with our experienced research team.

Role Description

The primary role of the Marketing and Business Development Analyst is to work with the Business Development Director and Communications Department to identify key market segments, their characteristics and potential and to develop business opportunities and strategies to exploit them. In addition, the Marketing and Business Development Analyst will aid in the preparation of marketing collateral, will create and maintain prospect lists and elaborate specific pitches to develop each client segment. The Marketing and Business Development Analyst will also provide support to the Business Development Director and assist with administrative support in the day to day operations of the Western Canada office.

Qualifications

- University degree (B.Com) with a Major in Marketing or Finance
- 5+ years of marketing or investment industry experience
- Proficient with MS Office, Adobe suite, marketing automation platforms (i.e. Mailchimp) and Client Relationship Management software (i.e. Salesforce, SalesLogix)
- Excellent verbal and written communication skills
- Highly enthusiastic, entrepreneurial, flexible and comfortable working with multiple teams across multiple locales
- Detail-oriented and analytical

We invite candidates to apply for this position by sending us a cover letter and Resume at careers@lba.ca

We thank all applicants for their interest, but only those selected for an interview will be contacted.